

## Role Profile

# Website Content Manager, Communications – Chief Executive Office

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### ROLE SUMMARY

The HPRA is in the process of a significant website redevelopment project. Due to the complex nature of the organisation and variety of content required to live on one website, the organisation requires a web content project manager to co-ordinate the content migration for the new website and to oversee the introduction and implementation of a new website governance model.

Reporting to the Communication and Information Manager, the successful applicant will work closely with key stakeholders across the business to understand content requirements. With this knowledge, and their own organisational skills and experience, they will help set up and manage the new CMS so that all content can be migrated in a logical and orderly manner.

Their primary role will be to co-ordinate the content updates and migration from the existing site to the new site CMS. They will be heavily involved in establishing a clear structure and governance model to ensure the CMS is clear, user-friendly, and future-proofed for ongoing content updates. They will be responsible for championing this governance structure across the business.

The new governance model envisaged will create a new set of rules incorporating the development, publication and maintenance of content on the website. It will be the responsibility of each department within the HPRA to take ownership, manage and publish their relevant webpages and content and to ensure that this governance model is adhered to. While this will result in a significant change to current practices, it is anticipated that as colleagues become more familiar with the operation and application of the governance model, and the new CMS, that the level of oversight and scrutiny required will be reduced. At this point, responsibility for business as usual oversight of the governance model, in addition to oversight of general quality standards across the website, will transfer to the HPRA communications team.

The successful candidate will have a keen eye for detail, be highly organised, and work well with multiple stakeholders. They will manage a diverse group of content editors from across the business who have varying knowledge of website content creation and should be on hand to assist, educate and moderate content production to ensure consistency and quality assurance across all content created.

The applicant will have the opportunity to make a real contribution to the successful delivery of this project for the organisation. This includes the key pre launch task of content migration, and introduction and integration of an enhanced governance model both in advance and post go-live. They will be instrumental in bringing the information to the public via our new website in a seamless, coherent, and intuitive manner while championing the principles of good content management throughout the organisation.

## KEY RESPONSIBILITIES

- Operational Objectives
  - Plan and facilitate content updates and migration from existing to new CMS. This includes creation of a content migration project plan, timeline and milestones.
  - Coordinate implementation of new developed website governance model both in advance and subsequent to go-live.
  - Prioritise key user journeys and tasks, working to improve the website visitor experience.
  - Act as guardian for site content to ensure best practice in web content standards, accessibility, readability, SEO etc.
  - Facilitate transfer of governance oversight to communications team as model moves post go-live to a business as usual status.
  - Draft non-technical web content as necessary. This may include, for example, content for the homepage, 'about us' and introductory content, page headers and website policies.
  - Manage a team of web editors in content creation and migration process with responsibility for ensuring they adhere to these best practices. This will require constant quality review and auditing during the content creation and migration process.
  - Carry out periodic quality checks on the website content to ensure it is user-focused and complies with the HPRA's website and brand style guides. Liaise with the relevant editor where required for corrections or discussion.
  - Contribute to the development of accessible website resources such as pdfs and media files.
  - Provide feedback to web editors to ensure alignment with agreed content structure, standards, and principles.
  - Create and manage deadlines and actions for web content team.
  - Responsible for reporting status updates and progress reports to key stakeholders and decision makers within the business. This also includes reports from GA4 and/or similar tools to assist with the content review and audit.
  - Clearly define and champion a highly organised and logical structure for the CMS and any associated portals (e.g., web archive)
  - Work with external creative agency to ensure the new website design and development accommodates the content needed.
  - Assist in establishment and maintenance of new website archive.
  - Create and maintain a suite of website training materials and documentation for ongoing content updates to the new site including regular updates to existing website style guide.
  
- Performance Management
  - Work with the manager and project team to agree appropriate performance related targets.
  - Work effectively to agreed performance related targets.
  - Take measures to identify and resolve issues impacting performance.
  - Report regularly on progress against specified objectives, goals, and performance targets.
  - Effectively communicate objectives, goals, and performance targets to relevant internal stakeholders.
  - Promote a positive, open, friendly, and professional working environment.
  
- Communication/Customer Focus
  - Attend, contribute to and present at meetings as required.
  - Liaise with external website development agency and relevant departments of the HPRA to facilitate delivery of enhanced user-focused and accessible website.
  - Respond to queries (technical and procedural) from internal and external customers.
  
- General
  - Perform such other duties as the HPRA may reasonably require.

## QUALIFICATIONS AND EXPERIENCE

- To be considered for this post, candidates must have:
  - A minimum of 3 years experience in project management for complex web content projects involving multiple stakeholders and requirements.
  - A minimum of 3 years working with CMS platforms.
  - Demonstrable experience in complex web migration projects.
  - Excellent writing and verbal communication skills. In particular, the candidate should have considerable experience of drafting and editing content for online publication demonstrating a high standard of written English.
  - Clear understanding of good UX principles and how to organise content for website users.
  - Working knowledge of HTML & CSS.
  - Proficient in web accessibility standards.
  - Excellent attention to detail to ensure consistency in design and content online.
  - Highly organised and calm under pressure.
  - Clear decision-maker.
  
- In addition, the following would be considered an advantage:
  - Experience in overseeing and directing the work of content editors as part of a migration project.
  - Sitefinity experience.
  - Training in and experience of, web accessibility.
  - Experience in website data analysis / GA4.
  - Certification in Project Management.
  - Experience in SEO principles.
  - Experience working in a government or semi-state organisation.

## REMUNERATION

Salary: €53,347 -€65,175 per annum

\* Candidates should note that entry will be at the minimum of the scale and the rate of remuneration may be adjusted from time to time in line with Government pay policy.

## DURATION OF POST

This is a 1-year contract post, linked to a specific project.

## SUPERANNUATION

The new Single Public Service Pension Scheme ("Single Scheme") commenced with effect from 1 January 2013. All new entrants to pensionable public service employment on or after 1 January 2013 are, in general, members of the Single Scheme.

## HOURS OF DUTY

The hours of duty are fixed by the HPRAs from time to time. The current arrangements are Monday-Friday (minimum 35 hours). Appointees are eligible to participate in the flexitime arrangements after a period of six months.

## LOCATION

The successful candidate will be working in the HPRA offices a minimum, of two days per week and can avail of working remotely up to a maximum of three days per week subject to the terms of the policy. The specific days each week when you work at each location will be determined by your manager. The HPRA reserves the right to cease, vary or change the office/home location split during or after the review period. Notwithstanding any applicable hybrid working arrangement, you may be required to work at any specified location as may be reasonably required by the HPRA from time to time.

## ANNUAL LEAVE

Annual leave (exclusive of usual public holidays) is 23 days per annum.

## DUTIES OF POST

The duties set out in the role profile (above) are indicative of responsibilities related to this role. As with all posts, the nature of HPRA business is evolving and flexibility is required in order to adapt to changing business needs.

The appointee will be required to demonstrate flexibility and anticipate that the role, activities and responsibilities may change in line with business needs and organisational development.

## REFERENCES

The names and addresses of two referees to whom the applicant is well known but not related must be submitted with the application. Reference may be made to current and former employers without further notification of the applicant. Applicants having any reservations on this matter should so state at time of application.

## HEALTH

A candidate must be fully competent and capable of undertaking the duties attached to the position and be in a state of health such as would indicate a reasonable prospect of ability to render regular and efficient service.

## CLOSING DATE

The closing date for applications for this post is the **3<sup>rd</sup> December 2023**.

## HOW TO APPLY

Applications should be submitted directly to [jobs@hpra.ie](mailto:jobs@hpra.ie)

## INTERVIEWS

Applicants attending for interview may be required to prepare a presentation or take part in a scenario-based practical - details will be notified to applicants who are shortlisted.

The HPRA will make reasonable accommodations for a person with a disability during the recruitment process.

Interviews are expected to take place on **15<sup>th</sup> December 2023**.

Note: The HPRA is not in a position to reimburse expenses incurred by candidates attending for interview.

## **CONFIDENTIALITY AND CONFLICT OF INTEREST**

Employees are prohibited from having any personal or financial interest in any industry that the HPRA regulates from the date of appointment with the HPRA. All HPRA employees are required to declare any matter that could affect their impartiality or that could reasonably be perceived as affecting their impartiality. All new entrants are required to complete a declaration of interests prior to commencing employment in the HPRA. The HPRA's Conflicts of Interest Assessment provides guidance on the types of interests to be declared. Any interests declared will be evaluated and any potential conflicts will be addressed in line with that Assessment.

The HPRA deals with highly confidential matters including identifiable details pertaining to healthcare professionals, patients, and commercially sensitive information. Employees are prohibited from disclosing any information in relation to the business of any person obtained in his/her capacity as an officer of the HPRA.

## **DATA PROTECTION**

The General Data Protection Regulation and Data Protection Acts 1988-2018 apply to the processing of personal data and the HPRA is committed to complying with its legal obligations in this regard. For information on how we process your information during recruitment, please see our [privacy notice](#).

## **COLLECTIVE AGREEMENT: REDUNDANCY PAYMENTS TO PUBLIC SERVANTS**

The Department of Public Expenditure and Reform introduced, with effect from 1st June 2012, a Collective Agreement which had been reached between the Department of Public Expenditure and Reform and the Public Services Committee of the ICTU in relation to ex-gratia Redundancy Payments to Public Servants. It is a condition of the Collective Agreement that persons availing of the agreement will not be eligible for re-employment in the public service by any public service body (as defined by the Financial Emergency Measures in the Public Interest Acts 2009 – 2011) for a period of 2 years from termination of the employment. Thereafter the consent of the Minister for Public Expenditure and Reform will be required prior to re-employment. People who availed of this scheme and who may be successful in this competition will have to prove their eligibility (expiry of period of non-eligibility) and the Minister's consent will have to be secured prior to employment by any public service body.

## **DECLARATION**

Applicants will be required to declare whether they have previously availed of a public service scheme of incentivised early retirement and/or the collective agreement outlined above. Applicants will also be required to declare any entitlements to a Public Service pension benefit (in payment or preserved) from any other Public Service employment and/or where they have received a payment-in-lieu in respect of service in any Public Service employment.

## **EQUAL OPPORTUNITIES**

The HPRA is an equal opportunities employer. We are committed to equal employment opportunity regardless of gender, civil status, family status, sexual orientation, religion, age, disability, race or membership of the travelling community. The HPRA will make reasonable accommodations for a person with a disability during the recruitment process and can be notified in the course of the interview correspondence.