**General Manger/ Bainisteoir Ginearálta**

 **Job Specification & Terms and Conditions**

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| **Job Title, Grade Code** | **General Manager**/Bainisteoir Ginearálta Internal Communications (Grade Code: 0041) |
| **Remuneration** | The salary scale for the post as at (01/08/2025)is: €85,747 €87,912 €91,342 €94,798 €98,226 €101,663 €106,660 New appointees to any grade start at the minimum point of the scale. Incremental credit will be applied for recognised relevant service in Ireland and abroad (Department of Health Circular 2/2011). Incremental credit is normally granted on appointment, in respect of previous experience in the Civil Service, Local Authorities, Health Service and other Public Service Bodies and Statutory Agencies. |
| **Campaign Reference** | GMIC25 |
| **Closing Date** | 5th November 2025 |
| **Proposed Interview Date (s)** | Due to service needs and requirements candidates may be called for interview at short notice. |
| **Taking up Appointment** | A start date will be indicated at job offer stage. |
| **Location of Post** | 10/11 Cornmarket, Dublin 8.There is currently 1 permanent whole-time A panel may be formed as a result of this campaign from which current and future, permanent and specified purpose vacancies of full or part-time duration may be filled.  |
| **Informal Enquiries**  | We welcome enquiries about the role. **Name:** Suzanne Kenny**E-mail: Suzanne.kenny1@hse.ie** |
| **Details of Service** | The HSE is the country’s largest employer, providing public health and social care services throughout the State. The scale of the organisation, the geographical spread of its staff, and the breadth of services they provide creates a substantial challenge in terms of internal communications across HSE Centre and the 6 HSE Health Regions.The Head of Internal Communications therefore plays a key leadership role in building and delivering an internal communications strategy for the HSE that supports the HSE Health Regions and HSE Centre to strengthen staff engagement, and ensures that all internal messaging reflects the priorities of the health service. Clear, consistent, and effective internal communications are essential to ensuring that staff at all levels are informed, engaged, and aligned with the HSE’s values and priorities.  |
| **Reporting Relationship** | The post holder will report to Ben Cloney, Assistant National Director Communications and Digital Services |
| **Key Working Relationships** | The General Manager will work collaboratively with the following as required. * HSE Senior Leadership Team
* Regional and National Communications & Public Affairs teams.
* Internal / External Stakeholders
* Assistant National Directors and Regional Directors of Communications and Public Affairs
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| **Purpose of the Post**  | The post holder will be responsible for developing and implementing a strategy to ensure effective internal communications within the HSE. They will play a key role in contributing to strategic leadership, direction, and oversight of the internal communications team, to ensure that all staff are informed, engaged, and supported. They will lead the design and delivery of internal communications programmes that foster transparency, collaboration, and trust. They will lead and manage the HSE Centre’s Internal Communications team, while providing advice and support to the six health regions in implementing their own internal communications strategies and actions. They will support line management in the development and execution of appropriate policies/strategies in line with national objectives.They will be responsible for ensuring the most effective use of the resources available for the services they are responsible for. |
| **Principal Duties and Responsibilities** | Leadership Communications* Develop and implement a framework that supports and improves leadership communications with staff across the HSE.
* Provide coaching and support to senior leaders in HSE Centre and regions to enhance the effectiveness of their communications with staff.
* Work with HSE Centre functions to deliver high quality, effective communications on organisational priorities, policy changes, and service developments to staff.

Standards and Best Practice* Establish and maintain internal communications standards, guidelines, training and toolkits for use across all six regions.
* Develop and lead a community of practice for regional communications teams to share insights, innovations, and challenges.
* Support the monitoring and evaluation of effectiveness of regional and national staff communications, providing feedback and support for continuous improvement.
* Act as a strategic advisor on staff communications across the HSE, ensuring effectiveness, coherence and accessibility.
* Support the development of strategy, communications infrastructure and processes that enable effective collaboration between HSE Centre and regional communications teams.
* Champion the use of plain language, accessibility and inclusion in all staff communications.

Strategic Communications Support* Lead internal campaigns that support strategic initiatives and programmes.
* Ensure internal communications reflect the HSE’s commitment to staff engagement, inclusion, and service excellence.
* Maximise and enhance the use of existing staff communication channels
* Lead the development of new staff communications channels as appropriate.

Leadership and Accountability * Lead, support, and develop a high-performing internal communications team, with clear objectives and performance standards.
* Support and embed the Performance Achievement process, fostering culture of accountability and continuous improvements.
* Manage the services and programmes assigned to them
* Demonstrate pro-active commitment to all communications with internal and external stakeholders
* Ensure that agreed standards for service delivery are established and maintained in the interests of providing a quality service.
* Participate in other working groups, as required.
* Responsible for maximising staff engagement.

**Risk Management, Quality, Health & Safety*** Adequately identify, assess, manage and monitor risk within their area of responsibility.
* Develop a proactive strategy for managing risks to the organisation’s reputation stemming from internal communication gaps.
* Have a working knowledge of the Health Information and Quality Authority (HIQA) Standards and the Mental Health Commission as they apply to the role for example, Standards for Healthcare, National Standards for the Prevention and Control of Healthcare Associated Infections, Hygiene Standards etc. and comply with associated HSE protocols for implementing and maintaining these standards as appropriate to the role.Support, promote and actively participate in sustainable energy, water and waste initiatives to create a more sustainable, low carbon and efficient health service.
* Promote a safe working environment in accordance with Health and Safety legislation

**Administrative** / **Management*** Supervise and enable team members to carry out their responsibilities.
* Lead the setting and delivery of the strategic direction for internal communications across the HSE.
* Implementation of systems and processes to support effective and timely communications across all levels of the HSE.
* Create and maintain a positive working environment among staff members, which contributes to maintaining and enhancing effective working relationships.
* Manage the performance of staff, dealing with underperformance in a timely and constructive manner.
* Identify and agree training and development needs of team and design plan to meet needs.
* Conduct regular staff meetings to keep staff informed and to hear views.
* Keep in touch with workloads of staff members to gauge levels of stress and morale in the team.
* Participate in the Out of Hours rota
* Develop and implement internal communications programmes using a range of channels to reach diverse staff groups.
* Oversee internal staff engagements including Health Matters

**Stakeholder and Partnership Engagement*** Build strong relationships with internal stakeholders to ensure effective communications on key initiatives, policy changes and service delivery
* Seek feedback from service users to evaluate service.
* Engage in the HSE performance achievement process in conjunction with your Line Manager and staff as appropriate.
* Actively promote staff engagement initiatives

**Standards, Regulations, Policies, Procedures & Legislation*** Have a strong working knowledge of regulatory standards as they apply to the area of responsibility.
* Contribute to the development of policies and procedures for own area.
* Effectively discharge the day to day operations, including compliance with HSE Financial regulations and all HSE policies and procedures.

**Other*** You are required to work agreed roster/on-call arrangements advised by your Reporting Manager. Your contracted hours are liable to change between the hours of 8.00am and 8.00pm over seven days to meet the requirements for extended day services in accordance with the terms of collective agreements and HSE Circulars.
* Participate in the on call Out of Hours Rota

**The above Job Specification is not intended to be a comprehensive list of all duties involved and consequently, the post holder may be required to perform other duties as appropriate to the post which may be assigned to them from time to time and to contribute to the development of the post while in office.** |
| **Eligibility Criteria****Qualifications and/ or experience** | **Candidates must have at the latest date of application:** * At least 5 years’ experience working in an internal communications role
* At least 3 years’ experience in an internal communications senior management role
* Significant communications leadership experience working in an organisation of similar scale, complexity and structure as the Irish Health Service.
* Proven ability in developing and implementing plans at a strategic and operational level.
* A track record of delivering significant change in a complex multi-stakeholder environment.
* Capacity to achieve results through cross functional working.
* The requisite knowledge and ability (including a high standard of suitability and management ability) for the proper discharge of the duties of the office.
* Significant experience of leading and managing a team.

**Health**A candidate for and any person holding the office must be fully competent and capable of undertaking the duties attached to the office and be in a state of health such as would indicate a reasonable prospect of ability to render regular and efficient service. **Character**Each candidate for and any person holding the office must be of good character. |
| **Other requirements specific to the post** | * Have access to appropriate transport to fulfil the requirements of the role.
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| **Skills, competencies and/or knowledge** | **Professional Knowledge & Experience*** Extensive experience in developing and implementing internal communications strategies within a large, complex, and multi-layered organisation.
* Demonstrated expertise in using internal communications tools and platforms, including digital engagement channels, intranets, newsletters, and staff engagement campaigns.
* Proven track record of managing communications during organisational change.
* Knowledge of stakeholder management, employee engagement best practices, and organisational culture development. Demonstrated experience in providing authoritative, trusted communications counsel and coaching to senior leadership.

**Operational Excellence – Managing and Delivering Results*** Ability to design, lead, and deliver internal communications programmes to tight deadlines, balancing multiple priorities while ensuring quality.
* Strong organisational and project management skills, with the ability to manage competing demands across a national system.
* Experience in setting performance objectives, monitoring delivery, and ensuring accountability across a team.
* Evidence of managing budgets and resources effectively, with a focus on achieving value for money.
* Skilled in embedding systems and processes that improve consistency, efficiency, and impact of communications.

**Critical Analysis and Decision Making*** The ability to rapidly assimilate and analyse complex information; considering the impact of decisions before taking action and anticipating challenges.
* Have the ability to consider the range of options available, involve other parties at the appropriate time and level, to make balanced and timely decisions.
* Demonstrate knowledge and application of evidence-based decision making practices and methodologies.

**Leadership and Direction/Influencing to achieve*** Capacity to lead, organise and motivate teams to the confident delivery of excellent services and service outcomes.
* Effective leadership in a challenging and busy environment including a track record of innovation / improvements.
* The capacity for management responsibility and demonstration of initiative, including decision making.
* Demonstrate team building and management skills including the ability to work collaboratively with multi-disciplinary/ multi-sectoral team members.
* Participate as a member of the senior management team relevant to the area of responsibility.

**Building and Maintaining Relationships – Communication*** Excellent interpersonal and communications skills to facilitate work with a wide range of individuals and groups.
* A track record of building and maintaining key internal and external relationships in achieving organisational goals.
* The ability to lead, direct and influence multiple stakeholders and ensure buy-in to plans and their implementation.
* An ability to influence and negotiate effectively in furthering the objectives of the role.

**Personal Commitment and Motivation*** Be driven by the values, aims and ethos of the HSE.
* Demonstrate a service user centred approach to provision of health and personal social services.
* Be capable of coping with competing demands without a diminution in performance.
* Demonstrate personal commitment to self-development

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| **Campaign Specific Selection Process****Ranking/Shortlisting / Interview** | A ranking and or shortlisting exercise may be carried out on the basis of information supplied in your application form. The criteria for ranking and or shortlisting are based on the requirements of the post as outlined in the eligibility criteria and skills, competencies and/or knowledge section of this job specification. Therefore it is very important that you think about your experience in light of those requirements. Failure to include information regarding these requirements may result in you not progressing to the next stage of the selection process. Those successful at the ranking stage of this process, where applied, will be placed on an order of merit and will be called to interview in ‘bands’ depending on the service needs of the organisation. |
| **Diversity, Equality and Inclusion**  | The HSE is an equal opportunities employer.Employees of the HSE bring a range of skills, talents, diverse thinking and experience to the organisation. The HSE believes passionately that employing a diverse workforce is central to its success – we aim to develop the workforce of the HSE so that it reflects the diversity of HSE service users and to strengthen it through accommodating and valuing different perspectives. Ultimately this will result in improved service user and employee experience. The HSE is committed to creating a positive working environment whereby all employees inclusive of age, civil status, disability, ethnicity and race, family status, gender, membership of the Traveller community, religion and sexual orientation are respected, valued and can reach their full potential. The HSE aims to achieve this through development of an organisational culture where injustice, bias and discrimination are not tolerated. The HSE welcomes people with diverse backgrounds and offers a range of supports and resources to staff, such as those who require a reasonable accommodation at work because of a disability or long-term health condition. Read more about the HSE’s commitment to [Diversity, Equality and Inclusion](https://www.hse.ie/eng/staff/resources/diversity/diversity.html)  |
| **Code of Practice** | The Health Service Executive will run this campaign in compliance with the Code of Practice prepared by the Commission for Public Service Appointments (CPSA).The CPSA is responsible for establishing the principles to be followed when making an appointment. These are set out in the CPSA Code of Practice. The Code outlines the standards to be adhered to at each stage of the selection process and sets out the review and appeal mechanisms open to candidates should they be unhappy with a selection process.Read the [CPSA Code of Practice](https://www.cpsa.ie/pdf/?file=https://assets.cpsa.ie/media/275828/b88e3648-c663-4293-9471-d2d75bd1d685.pdf).  |
| The reform programme outlined for the health services may impact on this role, and as structures change the Job Specification may be reviewed.This Job Specification is a guide to the general range of duties assigned to the post holder. It is intended to be neither definitive nor restrictive and is subject to periodic review with the employee concerned. |

**General Manger/ Bainisteoir Ginearálta**

Terms and Conditions of Employment

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| **Tenure**  | This is a permanent whole time vacancy, and the post is pensionable. A panel may be created from which specified purpose vacancies of full or part time duration may be filled. The tenure of these posts will be indicated at “expression of interest” stage. Appointment as an employee of the Health Service Executive is governed by the Health Act 2004 and the Public Service Management (Recruitment and Appointments) Act 2004 and Public Service Management (Recruitment and Appointments) Amendment Act 2013. |
| **Working Week** | The standard weekly working hours of attendance for your grade are **35** hours per week. Your normal weekly working hours are **35** hours. Contracted hours that are less than the standard weekly working hours for your grade will be paid pro rata to the full time equivalent.You are required to work agreed roster/on-call arrangements advised by your Reporting Manager. Your contracted hours are liable to change between the hours of 8.00am and 8.00pm over seven days to meet the requirements for extended day services in accordance with the terms of collective agreements and HSE Circulars. |
| **Annual Leave** | The annual leave associated with the post will be confirmed at Contracting stage. |
| **Superannuation** | This is a pensionable position with the HSE. The successful candidate will upon appointment become a member of the appropriate pension scheme. Pension scheme membership will be notified within the contract of employment. Members of pre-existing pension schemes who transferred to the HSE on the 01st January 2005 pursuant to Section 60 of the Health Act 2004 are entitled to superannuation benefit terms under the HSE Scheme which are no less favourable to those which they were entitled to at 31st December 2004 |
| **Age** | The Public Service Superannuation (Age of Retirement) Act, 2018\* set 70 years as the compulsory retirement age for public servants.***\* Public Servants not affected by this legislation:***Public servants joining the public service or re-joining the public service with a 26 week break in service, between 1 April 2004 and 31 December 2012 (new entrants) have no compulsory retirement age.Public servants, joining the public service or re-joining the public service after a 26 week break, after 1 January 2013 are members of the Single Pension Scheme and have a compulsory retirement age of 70. |
| **Probation** | Every appointment of a person who is not already a permanent officer of the Health Service Executive or of a Local Authority shall be subject to a probationary period of 12 months as stipulated in the Department of Health Circular No.10/71. |
| **Protection of Children Guidance and Legislation** | The welfare and protection of children is the responsibility of all HSE staff. You must be aware of and understand your specific responsibilities under the Children First Act 2015, the Protections for Persons Reporting Child Abuse Act 1998 in accordance with Section 2, Children First National Guidance and other relevant child safeguarding legislation and policies. All Mandated Persons under the Children First Act 2015, within the HSE, are appointed as Designated Officers under the Protections for Persons Reporting Child Abuse Act, 1998. Mandated Persons such as line managers, doctors, nurses, physiotherapists, occupational therapists, speech and language therapists, social workers, social care workers, and emergency technicians have additional responsibilities. You should check if you are a Mandated Person and be familiar with the related roles and legal responsibilities.Visit [HSE Children First](https://www.hse.ie/eng/services/list/2/primarycare/childrenfirst/resources/) for further information, guidance and resources. |
| **Infection Control** | Have a working knowledge of Health Information and Quality Authority (HIQA) Standards as they apply to the role for example, Standards for Healthcare, National Standards for the Prevention and Control of Healthcare Associated Infections, Hygiene Standards etc. and comply with associated HSE protocols for implementing and maintaining these standards as appropriate to the role. |
| **Health & Safety** | It is the responsibility of line managers to ensure that the management of safety, health and welfare is successfully integrated into all activities undertaken within their area of responsibility, so far as is reasonably practicable. Line managers are named and roles and responsibilities detailed in the relevant Site Specific Safety Statement (SSSS). Key responsibilities include:* Developing a SSSS for the department/service[[1]](#footnote-2), as applicable, based on the identification of hazards and the assessment of risks, and reviewing/updating same on a regular basis (at least annually) and in the event of any significant change in the work activity or place of work.
* Ensuring that Occupational Safety and Health (OSH) is integrated into day-to-day business, providing Systems Of Work (SOW) that are planned, organised, performed, maintained, and revised as appropriate, and ensuring that all safety related records are maintained and available for inspection.
* Consulting and communicating with staff and safety representatives on OSH matters.
* Ensuring a training needs assessment (TNA) is undertaken for employees, facilitating their attendance at statutory OSH training, and ensuring records are maintained for each employee.
* Ensuring that all incidents occurring within the relevant department/service are appropriately managed and investigated in accordance with HSE procedures[[2]](#footnote-3).
* Seeking advice from health and safety professionals through the National Health and Safety Function Helpdesk as appropriate.
* Reviewing the health and safety performance of the ward/department/service and staff through, respectively, local audit and performance achievement meetings for example.

**Note**: Detailed roles and responsibilities of Line Managers are outlined in local SSSS.  |
| **Ethics in Public Office 1995 and 2001** |  Positions remunerated at or above the minimum point of the Grade VIII salary scale are designated positions under Section 18 of the Ethics in Public Office Act 1995. Any person appointed to a designated position must comply with the requirements of the Ethics in Public Office Acts 1995 and 2001 as outlined below: A) In accordance with Section 18 of the Ethics in Public Office Act 1995, a person holding such a post is required to prepare and furnish an annual statement of any interests which could materially influence the performance of the official functions of the post. This annual statement of interest should be submitted to the Chief Executive Officer not later than 31st January in the following year.B) In addition to the annual statement, a person holding such a post is required, whenever they are performing a function as an employee of the HSE and have actual knowledge, or a connected person, has a material interest in a matter to which the function relates, provide at the time a statement of the facts of that interest. A person holding such a post should provide such statement to the Chief Executive Officer. The function in question cannot be performed unless there are compelling reasons to do so and, if this is the case, those compelling reasons must be stated in writing and must be provided to the Chief Executive Officer. C) A person holding such a post is required under the Ethics in Public Office Acts 1995 and 2001 to act in accordance with any guidelines or advice published or given by the Standards in Public Office Commission. Guidelines for public servants on compliance with the provisions of the Ethics in Public Office Acts 1995 and 2001 are available on the [Standards Commission’s website](https://www.sipo.ie/). |

1. A template SSSS and guidelines are available on [writing your site or service safety statement](https://healthservice.hse.ie/staff/health-and-safety/safety-statement/).

2 Structures and processes for effective [incident management](https://www2.healthservice.hse.ie/organisation/qps-incident-management/incident-management/) and review of incidents. [↑](#footnote-ref-2)
2. [↑](#footnote-ref-3)