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**Grade VIII, Senior Communications Manager**

**Job Specification & Terms and Conditions**

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| **Job Title, Grade Code** | Grade VIII, **Senior Communications Manager**(*Grade Code: 0655)*  |
| **Campaign Reference** | SCM25 |
| **Closing Date** | 5th November 2025 @ 3.00pm |
| **Proposed Interview Date (s)** | Proposed interview dates will be indicated at a later stage. Please note you may be called forward for interview at short notice. |
| **Taking up Appointment** | A start date will be indicated at job offer stage. |
| **Location of Post** | There are currently one permanent whole-time vacancy 10/11 Cornmarket, Dublin 8A panels 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** | **Ciara Ní Ruairc, Senior Manager – ciara.niruairc@hse.ie**   |
| **Details of Service** | HSE Communications and Public Affairs works with health service teams all over the country to communicate the HSE’s work, to create communications programmes that support people to live healthier lives and help build health services valued by everyone in Ireland. Through our news, campaigns, digital, staff and stakeholder channels, and our engagement with political representatives, we aim to build trust and confidence in the HSE, and to garner support for the ongoing programme of health reform. A Senior Communications Manager is a central member of the communications team, they provide strategic communications advice, scope, lead and deliver on medium and long-term communications projects across multiple services and divisions within the HSE. They are critical to building and enhancing trust and confidence in the organisation, supporting HSE teams to ensure communications are based on our values of Care, Compassion, Trust and Learning.  |
| **Reporting Relationship** | Assistant National Director, Communications Operations |
| **Key Working Relationships** | * National Director
* Assistant National Directors
* Internal Communications
* Press & Media
* Programme & Campaigns
* Digital Team
* Senior Managers within the organisation
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| **Purpose of the Post**  | **Telling the HSE Story*** Ensuring that the HSE Communications & Public Affairs Division effectively conveys the progress in developing health services, presenting a clear view that highlights the national strategic direction while showcasing the implementation of improvements at the regional level.

**Strategic Guidance and Planning:** * Ensuring our communications efforts support our services objectives and goals. Developing, overseeing and evaluating the implementation of effective communications campaigns, and applying best practice to our communications projects.

**Driving Collaboration and Coordination**:* Driving strong collaboration, coordination and communication between the teams working on a specific communications project. Working closely with regional colleagues to collaborate on communications projects.
* Mentoring and guiding junior members of the communications division, when leading on communications projects.

**Aligning Communications with Strategic Objectives**:* Ensuring that the direction of projects carried out by HSE Communications and Public Affairs are in line with the organisation’s Corporate Plan and Annual Service Plan, reinforcing their strategic importance and value.
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| **Principal Duties and Responsibilities** | **The Senior Communications Manager will:*** Provide strategic communications advice and guidance based on the objectives of the service/ division.
* Develop and maintain relationships with the various divisions within the organisation to advance key communications initiatives.
* Contribute to ongoing consideration and evolution of the HSE’s communications strategy
* Build capacity for communications within HSE services by leading and influencing others to pursue consistent communications objectives
* Advise HSE services on the appropriate communications approach, the resources required to deliver communications projects and lead on the implementation of the agreed communications approach.

.**Strategic Planning and Project Delivery:** * Develop and implement comprehensive communications strategies aligned with the organisation’s objectives.
* Lead, plan and implement medium and long-term communications projects of importance to the development of the health service.
* Monitoring campaign and project performance, analysing results, and report findings.

**Collaboration**Provide strategic communications advice to HSE teams* Work with HSE Services and Divisions to identity and scope potential communications projects.
* Working with other communications teams, such as campaigns, internal communications and digital, to deliver integrated campaigns.
* Lead communications teams on medium and long-term projects to deliver key assets and supports including media relations, content creation, social media strategies.
* Mentor other communications and service team members, training the teams they work with to improve their communications skills – media skills, communicating clearly, accessibility etc.

**Networking and relationship management*** They build and maintain relationships with key people in the organisation.
* On occasion provide cover for other Senior Communications Managers

**Other** * Have a working knowledge of the 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 etcand 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.
* Demonstrate pro-active commitment to all communications with internal and external stakeholders
* 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

**Service Delivery and Service Improvement****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**:* Significant experience in a senior communications role.

 * Experience of designing and implementing end-to-end communications strategies
* Experience of media relations management and supporting high standards in external and internal stakeholder relations
* Experience of managing large-scale communications projects, for example in a communications agency or in an in-house role.
* Have the requisite knowledge and ability (including a high standard of suitability and management ability) for the proper discharge of the duties of the office.

**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** | * Access to appropriate transport to fulfil the requirements of the role.
* Flexibility in relation to working hours to fulfil the requirements of the role.
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| **Additional eligibility requirements** | **Citizenship Requirements** Eligible candidates must be: 1. EEA, Swiss, or British citizens

**OR**1. Non-European Economic Area citizens with permission to reside and work in the State

Read Appendix 2 of the Additional Campaign Information for further information on accepted Stamps for Non-EEA citizens resident in the State, including those with refugee status.To qualify candidates must be eligible by the closing date of the campaign.  |
| **Skills, competencies and/or knowledge** | **Professional Knowledge and Experience****Demonstrate*** Ability to identify, scope and devise communication strategies and plans aligned to the strategic objectives of the HSE
* Ability to project-manage complex communications projects using various communications channels for a wide audience
* In-depth knowledge of communications platforms, strategies, campaign management, online content management, online service infrastructures, message management and regulatory and statutory requirements relating to data usage and user privacy

**Communication and Interpersonal Skills****Demonstrate:*** Excellent communication and interpersonal skills with an ability to engage effectively with a wide range of stakeholders
* The ability to present information clearly, concisely and openly when speaking and or writing, for a broad range of audiences
* The ability to build and maintain relationships with colleagues and other stakeholders to assist in performing the role
* Strong writing skills with the ability to produce professional documents to publication standard
* The ability to work both independently and collaboratively within a dynamic team and in a multi stakeholder environment
* Demonstrate flexibility, adaptability and openness to working effectively in a changing environment

**Critical Analysis, Problem Solving and Decision Making****Demonstrate:*** The ability to evaluate complex information from a variety of sources and make effective decisions
* Excellent analytical skills to enable analysis, interpretation of data and data extraction from multiple data sources
* The ability to quickly understand complex issues and the impact on service delivery
* The ability to confidently explain the rationale behind decision when faced with opposition
* Ability to make sound decisions with a well-reasoned rationale and to stand by these
* Demonstrate the ability to identify areas when communications could provide value to service delivery within the HSE

**Managing & Delivering Results (Operational Excellence)****Demonstrate:*** Excellent organisational and time management skills to meet objectives within agreed timeframes and achieve quality results
* A proven ability to prioritise, organise and schedule a wide variety of tasks and to manage competing demands and tight deadlines while consistently maintaining high standards and positive working relationships
* The ability to proactively identify areas for improvement and to develop practical solutions for their implementation
* The ability to use resources effectively, challenging processes to improve efficiencies where appropriate
* Demonstrate a track record of service innovation and leading though influence

**Leadership, Direction and Team working skills****Demonstrate:*** Effective leadership in a challenging and busy environment including a track record of innovation / improvements
* Ability to support, supervise, develop and empower staff in changing work practises in a challenging environment within existing resources
* Take personal responsibility to initiate activities and drive objectives through to a conclusion
* Motivation and an innovative approach to the job within a changing working environment
* Evidence of being a positive agent of change and performance improvement
* Ability to work with multi-disciplinary team members and other stakeholders to facilitate high performance, developing and achieving clear and realistic objectives
* An ability to influence and negotiate effectively in furthering the objectives of the role.

**Commitment to a Quality Service/Leading a Quality Service****Demonstrate:*** An ability to pay attention to detail in personal work and to create a culture where high standards are valued and respected
* An ability to cope with competing demands without a diminution in performance
* Places strong emphasis on achieving high standards of excellence
* Ensure a patient and service user focus in the delivery of all communications
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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 being called forward 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. |



**Grade VIII, Senior Communications Manager**

**Terms and Conditions of Employment**

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| **Tenure**  | The current vacancy available is **permanent** and **whole time.** The post is pensionable. A panel may be created from which permanent and 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. |
| **Remuneration** | The Salary scale for the post is (as at 01/08/2025)€82,258 - €82,997 - €86,243 - €89,502 - €92,736 - €95,983 - €99,213New 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. |
| **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://www2.healthservice.hse.ie/organisation/national-pppgs/writing-your-site-or-service-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)