

Business Team, HSE Communications

HSE, Cornmarket, Dublin 8

**Grade VI, SEO Officer**

**HSE Communications & Public Affairs Division**

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| **Job Title and Grade** | **Grade VI SEO Officer** |
| **Campaign Reference** | SEO0725 |
| **Closing Date** | 1st September 2025 – 3.00pm |
| **Proposed Interview Date(s)** | Candidates may be called at short notice for interview |
| **Taking up Appointment** | A start date will be indicated at job offer stage |
| **Organisational Area** | HSE Communications & Public Affairs Digital Team |
| **Location of Post** | 10/11 Cornmarket Dublin 8  Blended working policy applies to this position  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** | Campaign Lead: Adrian Sweeney  Email: adrian.sweeney@hse.ie  Phone Number: 087 0912249 |
| **Details of Service** | The HSE Communications Division is responsible for developing and managing the HSE’s internal and external communications initiatives and provides consultancy advice and support to staff across the organisation.  HSE Digital are responsible for the HSE’s digital channels across web, social media and digital marketing. Our aim is to deliver digital products and services through these channels that help everyone to manage and improve their health and wellbeing, understand and navigate the health service and access the care they need.  HSE.ie is the main health service website and the digital front door to our health service. We are working to improve the digital health service experience by applying best practice in content design, user experience and accessibility to ensure all our digital products and services are easy to use. |
| **Purpose of the Post** | The SEO Officer role in the Health Service Executive (HSE) is a vital position responsible for enhancing the organisation's online presence and increasing its visibility in search engines.  The SEO Officer will be responsible for providing expert advice to colleagues across the health service on SEO, ensuring best practice is followed in all aspects of search engine optimization. They will be responsible for implementing and maintaining effective SEO strategies to increase the HSE's visibility online, attract more visitors to the website, and ultimately drive engagement with the content. |
| **Principal Duties and Responsibilities** | **Principal Duties & Responsibilities include:**   * Manage the development of SEO strategies that align with the HSE's goals and objectives. * Responsible for monitoring and analysing daily performance metrics to track the effectiveness of SEO strategies and identify areas for improvement. * Review, refine, and report on the internal search functionality of the HSE.ie website, ensuring that visitors are able to easily find the information they need. This includes analysing search data to identify patterns and areas for improvement, working with the website content team to optimise content for search, and staying up-to-date with best practices and industry trends related to internal search. * Manage and optimise the organisation's business listings in Google My Business and Bing Places for Business, ensuring that all information is accurate, up-to-date, and consistent across all listings. * Implement best practices for metadata and structured data across the HSE’s digital properties. * Responsible for educating colleagues on the importance of SEO and promoting a culture of continuous improvement in this area. This includes developing and delivering SEO training for communications colleagues and developing guidance documents. * Conduct keyword research to identify target keywords for HSE websites and promotional materials. * Analyse and interpret data from tools such as Google Analytics, Search Console, and other relevant SEO analytics tools to gain insights into the HSE's website performance and identify opportunities for SEO optimisation. The SEO Officer should also be able to effectively communicate these insights to stakeholders and collaborate with others in the Digital Team to implement data-driven SEO strategies and tactics. * Set measurable goals and KPIs that demonstrate improvement in SEO performance. * Develop and maintain SEO standard operating procedures (SOPs) for meta data, crawling, and reporting. * Build and maintain relationships with stakeholders to drive link building strategies. * Work with the UX team to ensure SEO best practices are properly implemented on newly developed code * Work with the content and marketing teams to drive SEO in content creation and campaign development * Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords. * Contribute to the planning and implementation of a program of user testing to improve website usability, accessibility, and information architecture. * Develop and maintain relationships with third-party vendors, such as Siteimprove, SEMRush and Ahrefs, to ensure the latest tools and trends are incorporated into the HSE's SEO strategy.   **The above job description 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 him / her from time to time and to contribute to the development of the post while in office.** |
| **Eligibility Criteria**  **Qualifications and/** | **(a) Eligible applicants will be those who on the closing date for the competition:**  Have satisfactory experience as a clerical officer in the HSE, TUSLA, other statutory health agencies, or a body which provides services on behalf of the HSE under Section 38 of the Health Act 2004  Or  Have obtained a pass (Grade D) in at least five subjects from the approved list of subjects in the Department of Education Leaving Certificate Examination, including Mathematics and English or Irish1. Candidates should have obtained at least Grade C on higher level papers in three subjects in that examination.  Or  Have completed a relevant examination at a comparable standard in any equivalent examination in another jurisdiction.  Or  Hold a comparable and relevant third level qualification of at least level 6 on the National Qualifications Framework maintained by Qualifications and Quality Ireland, (QQI).  Note1: Candidates must achieve a pass in Ordinary or Higher level papers. A pass in a foundation level paper is not acceptable. Candidates must have achieved these grades on the Leaving Certificate Established programme or the Leaving Certificate Vocational programme. The Leaving Certification Applied Programme does not fulfil the eligibility criteria.  And   1. Candidates must possess the requisite knowledge and ability, including a high standard of suitability, for the proper discharge 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.  .  \* A list of ‘other statutory health agencies’ can be found:  <https://www.gov.ie/en/organisation-information/9c9c03-bodies-under-the-aegis-of-the-department-of-health/?referrer=http://www.health.gov.ie/about-us/agencies-health-bodies/>. |
| **Post specific requirements** | * Significant experience in SEO, with a proven track record of delivering successful SEO strategies * End-to-end ownership of SEO for a large, complex, content-heavy website * Hands-on technical SEO in a Python/Django/Wagtail environment or comparable CMS * Significant experience in configuration and management of an enterprise/internal search engine (e.g. Funnelback or equivalent) * Experience of dealing directly with Google on organic search issues * Collaborating with UX, Content, Accessibility, Social Media and Digital Marketing Teams * Working in an Agile project management environment * Stakeholder management and team coaching * Specific experience in Public sector SEO * Detailed knowledge of Google search console, Ahrefs, SEMrush and Screaming frog |
| **Other requirements specific to the post** | * Proven experience optimising search for medically oriented content is desirable * Flexibility in relation to working hours as needed * Access to appropriate travel to fulfil the requirements of the role |
| **Skills, competencies and/or knowledge** | **Professional Knowledge & Experience**  **Demonstrate:**   * Significant knowledge and experience leading the development of SEO strategies * Significant experience in configuration and management of an enterprise/internal search engine * Hands-on technical SEO in a Python/Django/Wagtail environment or comparable CMS * Experience of dealing directly with Google on organic search issues * Detailed knowledge of Google search console, Ahrefs, SEMrush and Screaming frog * Specific experience in Public sector SEO * Significant knowledge and understanding of analysing daily performance metrics to identify areas for improvement and effectiveness of SEO strategies * Significant knowledge of structured data, schema and meta-data * Excellent knowledge and understanding of all disciplines in the delivery of digital products.   **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 confidently when speaking and in writing tailoring to meet the needs of the audience. * The ability to build and maintain relationships with colleagues and other stakeholders to assist in performing the role.     **Team and Leadership Skills**  **Demonstrate:**   * Experience in managing and leading multi-disciplinary team. * Experience of working as part of a team with a mixed programme of work, and moving with ease between concurrent projects. * The ability to work with multi-disciplinary team members and stakeholders to facilitate high performance, developing and achieving clear and realistic objectives. * The ability to lead the team by example, coaching and supporting individuals as required * The ability to address performance issues as they arise. * Flexibility and willingness to adapt, positively contributing to the implementation of change.     **Evaluating Information, Problem Solving & Decision Making**  **Demonstrate:**   * The ability to transform data into insights to enable the team to continuously improve existing products or deliver innovative solutions based on analytics. * Strong analytical skills, with the ability to analyse data, draw insights, and make data-driven decisions. * Effective problem-solving capacity in complex work environments. * The ability to quickly grasp and understand complex issues and the impact on service delivery. * The ability to gather and analyse information from relevant sources, weighing up a range of critical factors to develop solutions and make decisions as appropriate. * The ability to make sound decisions with a well-reasoned rationale and to stand by these. * A capacity to develop new proposals and put forward solutions to address problems in a timely manner.     **Planning and Organising Skills**  **Demonstrate:**   * The ability to manage deadlines and effectively handle multiple tasks within a busy environment. * Strong planning and organising skills including awareness of resource management and the importance of value for money. * The ability to use computer technology effectively for the management and delivery of results. * The ability to take responsibility and be accountable for the delivery of agreed objectives. * A logical and pragmatic approach to workload, delivering the best possible results with the resources available.     **Commitment to providing a quality user centred service**  **Demonstrate:**   * Evidence of incorporating the needs of the service user into SEO strategies. * Evidence of proactively identifying areas for improvement and the development of practical solutions for their implementation. * Evidence of practicing and promoting a strong focus on delivering high quality customer service for internal and external customers. * A commitment to continuing professional development. |
| **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 description may be reviewed.  This job description 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. | |

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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 01/03/2025)  €56,757, €58,110, €59,761, €62,862, €64,716, **€67,025, €69,341 LSIs**  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. |
| **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 job offer 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. |
| **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. |
| **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-1), 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-2). * 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**. |

1. A template SSSS and guidelines are available on the National Health and Safety Function/H&S web-pages [↑](#footnote-ref-1)
2. See link on health and safety web-pages to latest Incident Management Policy [↑](#footnote-ref-2)