



## **Opportunity to fill a Communications/Media Manager role (Assistant Principal Higher Level) in the Department of Finance**

**Closing date: 5:00pm on Thursday 15<sup>th</sup> August 2019**

### **Background to the Department of Finance**

The Department of Finance has a central role in implementing government policy and in advising and supporting the government on the economic and financial management of the State, and policies to ensure that Ireland's financial system will be able to operate on a stable, sustainable and commercial basis.

The Department's mission is *"to manage Government finances and play a central role in the achievement of the Government's economic and social goals having regard to the Programme for Government. In this way we will play a leadership role in the improvement of the standards of living of our citizens"*.

### **The Role**

The Communications/Media Manager will be responsible for managing a range of communication channels to ensure aligned messaging across the Department, with internal and external stakeholders, developing detailed communication pieces and responses suitable for dissemination across media platforms, researching and refining relevant material for the purpose of developing clear, accurate and well-articulated messaging, developing speeches, briefings and managing public relations and media relations initiatives, managing and responding to incoming media queries, managing internal communications strategies within the Department and organising and managing major high-level events and conferences.

Reporting to the Head of Corporate Affairs, who is also responsible for the Department's Press Office, the Communications/Media Manager will be involved in range of activities across the Department working closely with Heads of Division and policy leads on specific areas of work in accordance with the priorities set by the Department's overall communications strategy and key messages. For an example, there will be an initial focus on the communications strategy for Ireland for Finance, the Government's five-year strategy to develop Ireland's international financial services sector. This will involve the development of the strategy domestically and internationally with key stakeholders (Embassy network, IDA Ireland, Enterprise Ireland and industry) covering promotional and marketing material, branding and social media. The Communications/Media Manager will also be involved in the organisation and management of major high-level events and conferences such as the European Financial Forum, National Economic Dialogue, and the Department's Annual Conferences on Economics and Taxation and Sustainable Finance.

The Communications/Media Manager will not be involved in the duties performed by the Minister's Press Officer or Press Office, but it is expected that there will be a degree of collaboration and synergy between these functions.



## Key Responsibilities

The key responsibilities of the Communications/Media Manager will cover:

- Develop and manage internal and external communications in line with the Department's overall communications strategy and key messages;
- Develop and manage internal and external communications for specific areas of action such as Ireland for Finance and other strategies and plans, as required;
- Development and implementation of the Department's digital and social media strategy, including management of the Department's website, creating appropriate context to be leveraged across the Department's platforms, and identification of new and innovative ways to communicate to the media and the public;
- Organisation and management of the Department's high-level events and conferences including identification of speakers and media opportunities;
- Identify, develop and maintain effective working relationships with key external stakeholders including other Departments/Agencies, Embassy Network, business and social partners, international institutions and academia;
- Develop and manage communications strategies with key external stakeholders and work with them on the Department's high-level events and conferences when required;
- Close liaison and interaction with all internal teams to determine publicity requirements and identify opportunities;
- Support internal communications to build staff engagement with the objectives and strategic direction of the organisation and work with HR to drive a culture of trust, involvement and cross team collaboration throughout the organisation;
- Identify, lead and implement proactive media campaigns to promote the work of the Department to key audiences;
- Manage reactive media and ensure responses which appropriately reflect the important work of the Department;
- Provide support and briefing to spokespeople in preparation for media engagements and coordinate training if required;
- Plan and co-ordinate key messages from senior management to relevant audiences.



## Essential Qualifications & Requirements

### Candidates must have:

- Proven experience of leading a full-service Media Relations function and of managing Press/Communications team resources;
- Demonstrable experience of managing all types of public relations and media activities and multiple projects/campaigns such as press conferences, one-to-one media interviews, photo-calls and announcements;
- Demonstrable experience of managing day-to-day media and stakeholder queries;
- Experience of managing corporate social media and digital platforms for effective public relations and media purposes.
- Strong communications, creative and organisational skills;
- Excellent oral and written communication skills, including writing for press, radio and web, as well as research and editorial skills;
- Excellent interpersonal skills with the ability to network, build relationships and engage with and influence stakeholders at all levels of seniority;
- The ability to work closely with senior management and their teams to devise, design and implement communications strategies / programmes for their organisation and to lead and drive public relations, including media-relations and stakeholder engagement and provide expertise and advisory services for major events;
- In-depth knowledge of the media and related trends across print, broadcast and digital platforms including a clear understanding of the effects of mass communications and the power of social networking;
- A commitment to achieving quality results and ensuring all tasks are completed to a very high standard;
- A willingness to share ideas and information with the purpose of achieving a particular result;
- The self-confidence and resilience necessary to cope with challenging situations;
- The ability to think strategically, judge situations appropriately and evaluate the consequences of different approaches;
- Be motivated, flexible and willing to adapt, positively contributing to the implementation of change and be capable of using own initiative as and when appropriate;

### Desirable:

- A third-level or relevant post-graduate qualification in a Communications/Marketing or a related relevant discipline;
- Significant understanding of and experience of interaction within the political system.



## **Eligibility to apply and certain restrictions on eligibility**

Candidates should note that eligibility to compete is open to citizens of the European Economic Area (EEA). The EEA consists of the Member States of the European Union along with Iceland, Liechtenstein and Norway.

### **Incentivised Scheme for Early Retirement (ISER):**

It is a condition of the Incentivised Scheme for Early Retirement (ISER) as set out in Department of Finance Circular 12/09 that retirees, under that Scheme, are debarred from applying for another position in the same employment or the same sector. Therefore, such retirees may not apply for this position.

### **Department of Health and Children Circular (7/2010):**

The Department of Health Circular 7/2010 dated 1 November 2010 introduced a Targeted Voluntary Early Retirement (VER) Scheme and Voluntary Redundancy Schemes (VRS). It is a condition of the VER scheme that persons availing of the scheme will not be eligible for re-employment in the public health sector or in the wider public service or in a body wholly or mainly funded from public moneys. The same prohibition on re-employment applies under the VRS, except that the prohibition is for a period of 7 years, after which time any re-employment will require the approval of the Minister for Public Expenditure and Reform. People who availed of either of these schemes are not eligible to compete in this competition.

### **Collective Agreement: Redundancy Payments to Public Servants**

The Department of Public Expenditure and Reform letter dated 28th June 2012 to Personnel Officers 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. 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.



**Key Competencies for effective performance at Assistant Principal level:**





## Assistant Principal Officer Level Competencies

### Effective Performance Indicators

Leadership	Actively contributes to the development of the strategies and policies of the Department/ Organisation
	Brings a focus and drive to building and sustaining high levels of performance, addressing any performance issues as they arise
	Leads and maximises the contribution of the team as a whole
	Considers the effectiveness of outcomes in terms wider than own immediate area
	Clearly defines objectives/ goals & delegates effectively, encouraging ownership and responsibility for tasks
	Develops capability of others through feedback, coaching & creating opportunities for skills development
	Identifies and takes opportunities to exploit new and innovative service delivery channels
Analysis & Decision Making	Researches issues thoroughly, consulting appropriately to gather all information needed on an issue
	Understands complex issues quickly, accurately absorbing and evaluating data (including numerical data)
	Integrates diverse strands of information, identifying inter-relationships and linkages
	Makes clear, timely and well grounded decisions on important issues
	Considers the wider implications of decisions on a range of stakeholders
	Takes a firm position on issues s/he considers important
Management & Delivery of Results	Takes responsibility for challenging tasks and delivers on time and to a high standard
	Plans and prioritises work in terms of importance, timescales and other resource constraints, re-prioritising in light of changing circumstances
	Ensures quality and efficient customer service is central to the work of the division
	Looks critically at issues to see how things can be done better
	Is open to new ideas initiatives and creative solutions to problems
	Ensures controls and performance measures are in place to deliver efficient and high value services
	Effectively manages multiple projects
Interpersonal & Communication Skills	Presents information in a confident, logical and convincing manner, verbally and in writing
	Encourages open and constructive discussions around work issues
	Promotes teamwork within the section, but also works effectively on projects across Departments/ Sectors
	Maintains poise and control when working to influence others
	Instills a strong focus on Customer Service in his/her area
	Develops and maintains a network of contacts to facilitate problem solving or information sharing
	Engages effectively with a range of stakeholders, including members of the public, Public Service Colleagues and the political system
Specialist Knowledge, Expertise and Self Development	Has a clear understanding of the roles objectives and targets of self and the team and how they fit into the work of the unit and Department/ Organisation
	Has a breadth and depth of knowledge of Department and Governmental issues and is sensitive to wider political and organisational priorities
	Is considered an expert by stakeholders in own field/ area
	Is focused on self development, seeking feedback and opportunities for growth to help carry out the specific requirements of the role
Drive & Commitment to Public Service Values	Is self motivated and shows a desire to continuously perform at a high level
	Is personally honest and trustworthy and can be relied upon
	Ensures the citizen is at the heart of all services provided
	Through leading by example, fosters the highest standards of ethics and integrity



## **Principal Conditions of Service**

### **General**

The appointment is to an established post in the Civil Service and is subject to the Civil Service Regulations Acts 1956 to 2005, the Public Service Management (Recruitment and Appointments) Act 2004 and any other Act for the time being in force relating to the Civil Service.

### **Pay**

The successful candidate will be on a pay scale with annual increments up to a maximum point. The annual increment is normally paid on the anniversary of appointment provided performance, attendance and conduct during the year is satisfactory. Long service increments may be payable after 3 (LSI1) and 6 (LSI2) years satisfactory service at the maximum of the scale.

The salary scale for the position (rates effective from 1 October, 2018) is as follows:

### **Assistant Principal Officer Higher (Personal Pension Contribution) Salary Scale**

€72,794 - €75,466 - €78,144 - €80,820 - €83,498 - €85,061 (MAX) - €87,716 (LSI1) - €90,379 (LSI2)

Please note that under the Public Service Pay and Pensions Act 2017, the following revised rates will apply from 1 September 2019:

€74,068 - €76,787 - €79,512 - €82,234 - €84,959 - €86,550 (MAX) - €89,251 (LSI1) - €91,961 (LSI2)

This pay scale will apply where the appointee is an existing civil or public servant appointed on or after 6th April 1995 and is required to make a personal pension contribution or new entrants to the civil who will be required to make a required personal pension contribution.

A different rate will apply where the appointee is a civil or public servant recruited before 6th April 1995 and who is not required to make a Personal Pension Contribution

### **Important Note**

Entry will be at the minimum of the scale and the rate of remuneration will not be subject to negotiation and may be adjusted from time to time in line with Government pay policy.

Subject to satisfactory performance increments may be payable in line with current Government Policy. (See Haddington Road Agreement paragraph 2.19 for recent changes.)

All payments to staff taking up duty are paid via Electronic Funds Transfer (EFT).

Statutory deductions from salary will be made as appropriate by the Department of Finance. You will agree that any overpayment of salary or of travel and subsistence may be deducted from future salary payments due to you in accordance with the Payment of Wages Act 1991. The Department will advise you in writing of the amount and details of any such overpayment and give you at least one week's notice of the deduction to take place and will deduct the overpayment at an amount that is fair and reasonable having regard to all the circumstances.

### **Headquarters**



The Department of Finance is based in Dublin.

### **Hours of attendance**

Hours of attendance will be fixed from time to time but will amount to not less than 43 hours 15 minutes gross per week. The successful candidate will be required to work such additional hours from time to time as may be reasonable and necessary for the proper performance of his/her duties subject to the limits set down in the working time regulations. The rate of remuneration payable covers any extra attendance liability that may arise from time to time.

### **Annual Leave**

The annual leave allowance for the position of Assistant Principal Officer is 30 days per year (pro rata). This allowance is subject to the usual conditions regarding the granting of annual leave in the civil service, is based on a five day week and is exclusive of the usual public holidays.

### **Sick Leave**

Pay during properly certified sick absence, provided there is no evidence of permanent disability for service, will apply on a pro-rata basis, in accordance with the provisions of the sick leave circulars.

Officers who will be paying Class A rate of PRSI will be required to sign a mandate authorising the Department of Social Protection to pay any benefits due under the Social Welfare Acts directly to the Department of Finance. Payment during illness will be subject to the officer making the necessary claims for social insurance benefit to the Department of Social Protection within the required time limits.

### **Superannuation and Retirement**

The successful candidate will be offered the appropriate superannuation terms and conditions as prevailing in the Civil Service, at the time of being offered an appointment. In general, and except for candidates who have worked in a pensionable (non-single scheme terms) public service job in the 26 weeks prior to appointment (see paragraph d below), this means being offered appointment based on membership of the Single Public Service Pension Scheme ("Single Scheme"). Key provisions attaching to membership of the Single Scheme are as follows:

a) **Pensionable Age**

The minimum age at which pension is payable is 66 (rising to 67 and 68) in line with State Pension age changes.

b) **Retirement Age:**

Scheme members must retire at the age of 70.

c) **Pension Abatement**

If the appointee was previously employed in the Civil Service and is in receipt of a pension from the Civil Service normal abatement rules will apply. However, if the appointee was previously employed in the Civil Service and awarded a pension under voluntary early retirement arrangements (other than the Incentivised Scheme of Early Retirement (ISER) or the Department of Health Circular 7/2010 VER/VRS which, as indicated above, renders a person ineligible for the competition) the entitlement to that pension will cease with effect from the date of reappointment. Special arrangements will, however be made for the reckoning of previous service given by the appointee for the purpose of any future superannuation award for which the appointee may be eligible.





If the appointee was previously employed in the Civil Service or in the Public Service please note that the Public Service Pensions (Single Scheme and Other Provisions) Act 2012 includes a provision which extends abatement of pension for all Civil and Public Servants who are re-employed where a Public Service pension is in payment. This provision to apply abatement across the wider public service came into effect on 1 November 2012. This may have pension implications for any person appointed to this position who is currently in receipt of a Civil or Public Service pension or has a preserved Civil or Public Service pension which will come into payment during his/her employment in this position.

**d) Department of Education and Skills Early Retirement Scheme for Teachers Circular 102/2007**

The Department of Education and Skills introduced an Early Retirement Scheme for Teachers. It is a condition of the Early Retirement Scheme that with the exception of the situations set out in paragraphs 10.2 and 10.3 of the relevant circular documentation, and with those exceptions only, if a teacher accepts early retirement under Strands 1, 2 or 3 of this scheme and is subsequently employed in any capacity in any area of the public sector, payment of pension to that person under the scheme will immediately cease. Pension payments will, however, be resumed on the ceasing of such employment or on the person's 60th birthday, whichever is the later, but on resumption, the pension will be based on the person's actual reckonable service as a teacher (i.e. the added years previously granted will not be taken into account in the calculation of the pension payment).

**e) Ill-Health-Retirement**

Please note that where an individual has retired from a Civil/Public Service body on the grounds of ill-health his/her pension from that employment may be subject to review in accordance with the rules of ill-health retirement within the pension scheme of that employment.

**f) Prior Public Servants**

While the default pension terms, as set out in the preceding paragraphs, consist of Single Scheme membership, this may not apply to certain appointees. Full details of the conditions governing whether or not a public servant is a Single Scheme member are given in the Public Service Pensions (Single Scheme and other Provisions) Act 2012. However the key exception case (in the context of this competition and generally) is that a successful candidate who has worked in a pensionable (non-single scheme terms) capacity in the public service within 26 weeks of taking up appointment, would in general not become a member of the Single Scheme. In this case such a candidate would instead be offered membership of the pension scheme for non-established civil servants ("Non-Established State Employee Scheme"). This would mean that the abatement provisions at (c) above would apply, and in addition there are implications in respect of pension accrual as outlined below:

**g) Pension Accrual**

A 40-year limit on total service that can be counted towards pension where a person has been a member of more than one existing public service pension scheme would apply. This 40-year limit, which is provided for in the Public Service Pensions (Single Scheme and other Provisions) Act 2012 came into effect on 28 July 2012. This may have implications for any appointee who has acquired pension rights in a previous public service employment.



**h) Pension-Related Deduction**

This appointment is subject to the pension-related deduction in accordance with the Financial Emergency Measure in the Public Interest Act 2009 (as amended).

For further information in relation to the Single Public Service Pension Scheme for Public Servants please see the following website: <http://www.per.gov.ie/pensions>.

**The above represents the principal conditions of service and is not intended to be the comprehensive list of all terms and conditions of employment which will be set out in the employment contract to be agreed with the successful candidate**

## **Competition Process**

### **How to Apply**

Candidates wishing to apply for this post should submit the following:

- Curriculum Vitae – focusing on recent relevant experience, maximum length 3 pages;
- A short statement, of approximately 500 words, briefly outlining the reasons why you consider that you would be suitable for the position and your knowledge and understanding of relevant issues;
- Completed Cover Application Form (Appendix A)

### **Closing date**

Your application must be submitted to [recruitment@finance.gov.ie](mailto:recruitment@finance.gov.ie) with the subject line “Communications/Media Manager - Application” by **5:00pm on 15<sup>th</sup> August 2019**. Please ensure your name is on each document submitted. Late or incomplete applications will not be accepted. If you do not receive an acknowledgement of receipt of your application within 48 hours of applying, please contact: Jim Stafford at [jim.stafford@finance.gov.ie](mailto:jim.stafford@finance.gov.ie) or [recruitment@finance.gov.ie](mailto:recruitment@finance.gov.ie)  
Interviews for this post are likely to be held in late August/early September 2019.

### **Selection Methods**

Selection, depending on the number of candidates, may involve any or all of these stages:

- **Stage 1:** Paper based short-listing of candidates based on the essential requirements of the grade and on the basis of the information contained in their Curriculum Vitae and Personal Statement. It is therefore in your own interest to provide your relevant experience, knowledge, qualifications and skills and how you fulfill the requirements outlined in this Notice. The short-listing exercise will, insofar as is possible be conducted by the Interview Board and will take place as soon as possible after the closing date for applications.
- **Stage 2:** Those shortlisted at Stage 1 will then be invited for a competitive preliminary interview to demonstrate that they possess the competencies required of an AP and the essential requirements for the post outlined in this notice.
- **Stage 3:** Candidates who pass the preliminary interview will be invited to attend a final competitive interview. As with the preliminary interview, this interview will focus on establishing



the level of candidates' experience and qualifications in respect of the requirements for the job, including the generic competencies for AP as set out in this notice.

### **Confidentiality**

Subject to the provisions of the Freedom of Information Act, 2014 applications will be treated in strict confidence.

### **Security Clearance**

Police vetting may be sought in respect of individuals who come under consideration for appointment. The applicant will be required to complete and return a Garda vetting form should they come under consideration for appointment. This form will be forwarded to An Garda Síochána for security checks on all Irish and Northern Irish addresses at which they resided. Enquiries may also be made with the police force of any country in which the applicant under consideration for appointment resided. If unsuccessful this information will be destroyed by the Public Appointments Service. If the applicant subsequently comes under consideration for another position, they will be required to supply this information again.

### **Other important information**

#### **Performance and Probation**

The appointment will be to the grade of Assistant Principal (Higher Scale) and will be subject to the usual conditions governing such appointments. On appointment the successful candidate will serve a one year probationary period in the grade of Assistant Principal (Higher Scale). At the end of this period, a decision will be made on substantive appointment to the grade. Any appointments will be subject to the PMDS procedures in relation to performance monitoring and to probationary reviews.

#### **Codes of Practice**

The recruitment and selection process for appointment to this position will be conducted in accordance with the Code of Practice published by the Commission for Public Service Appointments (CPSA).

The Code of Practice reflects the following core principles:

- Probity
- Appointments are made on merit
- An appointments process in line with best practice
- A fair appointments process applied with consistency
- Appointments are made in an open, accountable and transparent manner

Candidates are advised to familiarise themselves with the contents of the Code of Practice including, inter alia, the provisions in relation to the responsibilities placed on candidates who participate in the recruitment and selection process. The Code of Practice may be accessed by visiting [www.cpsa-online.ie](http://www.cpsa-online.ie)

### **Complaints and Requests for Review**



Any complaints/requests for review should be addressed in writing only to  
Niall O'Ceallaigh, HR Manager, HR Unit, Department of Finance, 14-16 Merrion Street, Dublin 2.

**Data Protection**

As part of this competition process, applicants will be required to submit personal data in their application form and their CV. Applicants should note the **Candidate Privacy Statement for External Competitions** booklet contained in the email notification.

The processing of personal data necessary for the purpose of this competition is lawful as provided for under Article 6(1) (e) of the General Data Protection Regulation and Section 71 (2) (a) of the Data Protection Act 2018.

30 July 2019



**Appendix A**

**Cover Application Form**

**Communications/Media Manager role  
(Assistant Principal Higher Level) in the Department of Finance**

**CONTACT DETAILS:**

**Candidate's Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Tel Number:** \_\_\_\_\_

*Note: The above supplied email address will be used for all correspondence in connection with this competition. Candidates should ensure that they furnish an email address where there will be no delay in communications reaching them.*

It is intended that shortlisting and/or interviews will be conducted as soon as possible after the closing date. The onus is on each applicant to make themselves available for interview.

**Special Requirements:** In order for us to facilitate you at the interview location, please give details of any special requirements you may have:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I wish to apply for above post and have provided all documents as outlined in the application process.

- Curriculum Vitae
- Personal Statement
- Contact Details

**Candidate's Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_