***Due to emails being stopped by our security system and to ensure your application does not get quarantined, please include the Campaign Reference and the Campaign Name on the subject line of the email when submitting applications****.*



APPLICATION FORM

**Assistant National Director Communications Services**

**National Communications Division**

* Please read the Job Specification which provides useful information about the requirements of this role.
* Please ensure you download, read and fully understand the ‘Additional Campaign Information’ document specific to this campaign that is available on <http://www.hse.ie/eng/staff/jobs/job_search/>.

# Please ensure you read the instructions for the completion of this Application Form and complete all areas, in full. Failure to complete all areas of the Application Form will result in you not being brought forward to the interview stage of the selection process.

* You must submit your application form via email only and we will accept the application form unsigned. You will be required to sign the General Declaration at a later date.
* Candidates should note that there can be a time delay in receiving email applications. We recommend that applicants wishing to return an application by email should allow a minimum of 1 hour for their application to arrive by **14th July 2024 @ 12 noon,** the closing date**.** Applications **will not** be accepted after this date and time, no exceptions will be made.
* To ensure that you do not miss out on any email communication it is highly recommended that you check your spam and junk folder on a regular basis.
* It is preferable that Application Forms are typed.
* **As we are only accepting applications by email applications must be submitted in a Microsoft Word format only**. Applications stored on personal online storage sites, e.g. Onedrive, Cloud, Dropbox, Google Drive etc will not be accepted. Applications submitted in other file formats e.g. Google Docs will not be accepted. Please pay particular attention to ensure that your application is attached as an attachment (not a link to an online storage site e.g. Google Drive) when emailing your application.
* In relation to details of employment, if the space provided is insufficient, please attach additional pages ensuring to use the same format.
* 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 Codes of Practice are available on the CPSA website [www.cpsa.ie](http://www.cpsa.ie/). Further information is also available in the Additional Campaign Information document.
* The Health Service Executive is an Equal Opportunities Employer.
* The Health Service Executive recognises its responsibilities under the Data Protection Acts 1988 to 2018 and the Freedom of Information Act 2014.

|  |  |
| --- | --- |
| **Closing Date & Time** |  |
| **Return application forms by email to** | **Please note that you must submit your application form via email only to** **commshr@hse.ie****.** |
| **Anticipated 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**.** |

**APPLICANT DETAILS**

|  |  |
| --- | --- |
| Position Applied For: | **Assistant National Director National Communications Division** |
| Campaign Reference No.: | **AND 2024 01** |
| **Personal Details** |  |
|  |  |
| First Name: |  |
| Last Name: |  |
|  |  |
| Postal Address for Correspondence: |  |
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| --- | --- |
| Mobile Telephone **(mandatory)**: |  |
| Contact Telephone No. 2: |  |

|  |  |
| --- | --- |
| Email Address **(mandatory)**:(You may provide more than one) |  |
| Drivers Licence*:*(Please state type & category) |
|  |

**European Economic Area (EEA)**

Are you an EEA (European Economic Area) National? Yes [ ]  No [ ]

**If you are a non-EEA citizen you must provide the requested documentation to support your application**. Please see Appendix 2 of the ‘Additional Campaign Information’ document for further information and for a definition of an EEA National.

In order to help us gauge the efficiency of our advertising strategy for this campaign, we would appreciate if you indicated below where you saw the campaign advertised. *+*

|  |  |
| --- | --- |
| HSE Website  | [ ]  |
| Word of mouth – my manager/colleague | [ ]  |
| Notification from HSE Talent Pool | [ ]  |
| Public Jobs  | [ ]  |
| Websites | [ ]  |
| Other – please say which | [ ]  |

*+ More than one indication is allowed.*

1. **Superannuation Schemes**

Are you currently in receipt of a Voluntary Early Retirement or Ill Health Early Retirement Pension from any of the Public Health Superannuation Schemes listed at 1-5 below, or any other Public Sector Pension Scheme?

|  |
| --- |
| **Are you currently in receipt of a pension from any of the following superannuation schemes? (This means have you retired?)** |
|  | **YES** | **NO** |
| 1. Local Government Superannuation Scheme (LGSS)
 |  |  |
| 1. Health Service Executive Employee Superannuation Scheme
 |  |  |
| 1. Voluntary Hospital’s Superannuation Scheme (VHSS)
 |  |  |
| 1. Nominated Health Agencies Superannuation Scheme (NHASS)
 |  |  |
| 1. Other Public Service Superannuation Scheme
 |  |  |

If you have answered ‘yes’ in relation to being in receipt of a pension from any of the above Superannuation Schemes you are not eligible to apply for this recruitment campaign. Please read Appendix 4 in ‘Additional Campaign Information’ for further details.

1. **Current Contractual Status**
* **I am currently a HSE employee\* Yes** [ ]  **No** [ ]
* **I am currently a Tusla employee\* Yes** [ ]  **No** [ ]

**Please tick the HSE/Tusla Area in which you work**

|  |  |  |  |
| --- | --- | --- | --- |
| Dublin Mid Leinster |  | South |  |
| Dublin North East |  | West |  |

If you answered yes to the above question, please choose the option below which best matches your current contractual status:

* **I have a permanent contract** [ ]

**or**

* **I have a temporary contract** [ ]

\*HSE / Tusla Employee = you are a direct employee of the HSE or Tusla and not in a post funded or partially funded by the HSE or Tusla

1. **Proficiency in Irish**

Candidates will be afforded the added opportunity to demonstrate their ability to perform the duties of the office through Irish. This assessment will be on a pass/fail basis and will not disturb the marks awarded in the selection process. Where vacancies arise for which proficiency in Irish is a management requirement, the HSE will offer such posts in order of merit to candidates who have successfully passed the Irish assessment. Please indicate if you wish to undertake an Irish assessment exam.

Yes [ ]  / No [ ]

**EDUCATIONAL ACHIEVEMENTS**

**Please list your second level and any (additional) third level educational achievements.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Dates****From/To** | **Educational Institution** | **Conferring****Body** | **Course of Study** | **Qualification Achieved** | **Grades Achieved** |
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### CAREER OVERVIEW

Please ensure your full career history is clearly outlined below (e.g. if you took a career break, spent time out of work, please include this information so there are **no gaps in your career history** from when you left full-time education to present date).

|  |  |  |  |
| --- | --- | --- | --- |
| **From** | **To** | **Title** | **Employer** |
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**Detailed Career History - please begin by listing the most recent first.**

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| --- |
| **Job Title:** **Grade/ Management Level *(if applicable):*** |
| **Employer(s) & Department Name:** |
| **From (00/00):** | **To(00/00):** |
| Main Roles & Responsibilities: |

|  |
| --- |
| **Job Title:** **Grade/ Management Level *(if applicable):*** |
| **Employer(s) & Department Name:** |
| **From (00/00):** | **To(00/00):** |
| Main Roles & Responsibilities: |

|  |
| --- |
| **Job Title:** **Grade/ Management Level *(if applicable):*** |
| **Employer(s) & Department Name:** |
| **From (00/00):** | **To(00/00):** |
| Main Roles & Responsibilities: |

|  |
| --- |
| **Job Title:** **Grade/ Management Level *(if applicable):*** |
| **Employer(s) & Department Name:** |
| **From (00/00):** | **To(00/00):** |
| Main Roles & Responsibilities: |

|  |
| --- |
| **Job Title:** **Grade/ Management Level *(if applicable):*** |
| **Employer(s) & Department Name:** |
| **From (00/00):** | **To(00/00):** |
| Main Roles & Responsibilities: |

**ELIGIBILITY CRITERIA**

**In this area we ask you to focus on your experience to date that is relevant to the role of** Assistant National Director Communications. **Please indicate below how your professional experience meets the eligibility criteria as relevant to the role.**

**Applicants must, at the latest date of application, clearly demonstrate, all of the criteria listed below as relevant to the role:**

* Substantial experience across the major communications disciplines, in particular those in the area of large-scale communications service delivery programmes, digital communications, social marketing and behaviour change campaigns, market research and user experience research, leading the development and implementation of communications strategies and responding to critical events or serious incidents.
* Experience of working at a senior level in a complex environment, overseeing the development and delivery of communications programmes in line with corporate priorities;
* Experience of leading a team of communications professionals;
* Proven experience of leading, influencing and delivering change within a complex organisation;
* The ability to think strategically and recognise broad implications of public relations and media-related issues as they relate to the HSE, health services, the Government and other stakeholders;
* Excellent understanding of the Irish media and political landscape, excellent interpersonal skills with the ability to network, build relationships, engage with, and influence stakeholders at all levels of seniority;
* Strong analytical, policy and organisational skills. Proven ability to deal with multiple demands and competing priorities to tight deadlines;
* The ability to absorb new information quickly, understand complex concepts and relationships, focus on important information, making timely and sound decisions.

**Additional desirable requirements for this role:**

* A third-level or relevant post-graduate qualification in a Communications/Marketing/Digital or a related relevant discipline;
* Understanding of and experience of interaction with the political system.
* Experience of leading digital communications, major public information programmes and marketing campaigns

**This section will be assessed by a board of Senior Managers to consider your experience as it is relevant to the eligibility criteria. Information you provide in this section and in other areas of the application form may be used as part of a shortlisting exercise and may be discussed in more depth at interview, should you be called to one.**

* **Please provide clear, detailed answers that demonstrate the depth and breadth of your experience in each area below, reflective of the requirements of this post.**
* **Each section below must be completed. As you complete each section we recognise there will be an overlap in the employer and date periods.**
* **We would like to highlight to you that if you omit information in this section pertinent to the eligibility criteria your application will be deemed ineligible and you will subsequently not be called forward to interview.**

|  |
| --- |
| **In the space below, outline a major communications service delivery programme or programmes you have led. Include details about the context, key objectives, strategies implemented, and outcomes achieved. Highlight any significant challenges and how you addressed them.** |
| **Date(s) from – Date(s) to** | **Employer(s) & Department Name** |
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| **In the space below, provide examples of when you led multi-disciplinary teams in a high-pressure environment. Provide examples to illustrate your leadership approach, the strategies you used to manage the team, and the impact on team performance and project delivery.** |
| **Date(s) from – Date(s) to** | **Employer(s) & Department Name** |
|  |  |

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| **In the space below, provide an example of a time when you navigated a complex political or media-related issue. Explain the context, your approach to handling the situation, and the results achieved.** |
| **Date(s) from – Date(s) to** | **Employer(s) & Department Name** |
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| **In the space below, provide an example of when you lead a strategic change within an organisation. Provide examples from your experience, detailing the context, the strategies you employed, the challenges you faced, and how you ensured successful implementation and stakeholder buy-in.** |
| **Date(s) from – Date(s) to** | **Employer(s) & Department Name** |
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| **In the space below, provide examples of times when you had to respond to a critical event or serious incident in a communications role. Describe the context, the steps you took to manage the situation, and the impact of your actions. Highlight any lessons learned or improvements made as a result.** |
| **Date(s) from – Date(s) to** | **Employer(s) & Department Name** |
|  |  |
|  |

**Candidate Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Candidate Reference No: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Organisation Chart

We would appreciate it if you would forward a copy of an organisation chart indicating your current position within the Senior Management team in your organisation.

There is no fixed requirement here in terms of format, and we will accept whatever format is convenient for yourself (e.g. an existing published chart from your organisations website / annual report), but we would emphasise that the selection panel have requested this to help them understand your level within your current / most recent organisation and your positioning relative to other senior managers.

If you do not have access to a corporate chart you may find the template below useful.

If you are independent or have not been part of an organisation recently, a chart is not necessary.

Organisation Chart Template

**General Declaration**

It is important that you read this Declaration carefully.

**Part 1:** Obligations Placed on Candidates who participate in The Recruitment Process.

The Public Service Management (Recruitment and Appointments) Act 2004 and Public Service Management (Recruitment and Appointments) Amendment Act 2013 makes very specific provisions in relation to the responsibilities placed on candidates who participate in recruitment campaigns and these are detailed in Section 4 of the Code of Practice issued under the Act.

These obligations are as follows:

Any canvassing by or on behalf of candidates shall result in disqualification and exclusion from the recruitment process. Candidates shall not:

* knowingly or recklessly make a false or a misleading application
* knowingly or recklessly provide false information or documentation
* canvass any person with or without inducements
* impersonate a candidate at any stage of the process
* knowingly or maliciously obstruct or interfere with the recruitment process
* knowingly and without lawful authority take any action that could result in the compromising of any test material or of any evaluation of it
* interfere with or compromise the process in any way

Any person who contravenes the above provisions, or who assists another person in contravening the above provisions, shall be guilty of an offence.

It is the policy of the HSE to report any such above contraventions to An Garda Siochana.

In addition, where a person found guilty of an offence was or is a candidate at a recruitment / selection process, then, in accordance with the Public Service Management (Recruitment and Appointments) Act 2004 and Public Service Management (Recruitment and Appointments) Amendment Act 2013.

* where he / she has not been appointed to a post, he / shall be disqualified as a candidate; and
* where he / she has been appointed as a result of that process, he / she shall forfeit that appointment

**Part 2**

**Declaration:** “I declare that to the best of my knowledge and belief there is nothing in relation to my conduct, character or personal background of any nature that would adversely affect the position of trust in which I would be placed by virtue of my appointment to this position. I hereby confirm my irrevocable consent to the Health Service Executive to the making of such enquiries, as the Health Service Executive deems necessary in respect of my suitability for the post in respect of which this application is made.

I hereby accept and confirm the entitlement of the Health Service Executive to reject my application or terminate my employment (in the event of a contract of employment having been entered into) if I have omitted to furnish the Health Service Executive with any information relevant to my application or to my continued employment with the Health Service Executive or where I have made any false statement or misrepresentation relevant to this application or my continuing employment with the Health Service Executive.

Furthermore, I hereby declare that all the particulars furnished in connection with this application are true, and that I am aware of the qualifications and particulars for this position. I understand that I may be required to submit documentary evidence in support of any particulars given by me on my Application Form. I understand that any false or misleading information submitted by me will render me liable to automatic disqualification or render me liable to dismissal, if employed.”

**Signed:**

*(Name of Applicant)*

**Date:**

NB: If you are submitting your application form via email we will accept the application form unsigned but you will be required to sign the Declaration at interview should you be invited to one. Failure to sign this declaration at interview will render it invalid.

### REFERENCES

Please give three referees (including your current employer). Please ensure that the referees you provide are from a professional perspective. We retain the right to contact all previous employers.

Do you wish us to contact you prior to contacting your referees? Yes [ ]  / No [ ]

**1. Name and Job Title of Referee:**

**Dates From-To (MM/YY- MM/YY):**

**Professional Relationship to Candidate:**

**Postal Address:**

**Telephone Contact Details:** Mobile: Landline:

**Email Address:**

**2. Name and Job Title of Referee:**

**Dates From-To (MM/YY- MM/YY):**

**Professional Relationship to Candidate:**

**Postal Address:**

**Telephone Contact Details:** Mobile: Landline:

**Email Address:**

**3. Name and Job Title of Referee:**

**Dates From-To (MM/YY- MM/YY):**

**Professional Relationship to Candidate:**

**Postal Address:**

**Telephone Contact Details:** Mobile: Landline:

**Email Address:**

### APPLICANT CHECKLIST

If all required details / documentation (as below) are not submitted with your application we will be unable to process your application to the next stage of the process i.e. short listing / interview.

|  |  |  |
| --- | --- | --- |
| Mobile Telephone NumberEmail AddressPostal Address | [ ] [ ] [ ]  | **Mandatory** |
| That the information you have provided in the Qualification/ Eligibility Criteria section clearly shows how your qualifications/ experience match the requirements. Dates should be clearly indicated i.e. DD/MM/YY, qualification titles etc. | [ ]  |
| Work Permit Documentation (if relevant to non-EEA applicants). Please refer to Appendix 2 of the Additional Campaign information document for details of documentation required. | [ ]  |
| Application is submitted by the closing date and time and that you have used the campaign reference in the subject line of your email. | [ ]  |
| That you have downloaded and saved the Job Specification and Additional Campaign Information for future reference. |