**Assistant National Director – Communications Services**

**HSE Communications and Public Affairs**

**Job Specification & Terms and Conditions**

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| **Job Title, Grade Code** | Assistant National Director – Communications Services |
| **Campaign Reference** | AND / 2024 01 |
| **Closing Date** | 14th July @ 12 noon |
| **Proposed Interview Date (s)** | End July / early August |
| **Organisational Area** | HSE Communications and Public Affairs |
| **Location of Post** | HSE Communications and Public Affairs is open to engagement and flexibility around location, subject to a minimum level of availability at Cornmarket, Dublin 8. There is currently one permanent whole-time post available. A panel may be formed as a result of this campaign for **Assistant National Director – Communications Services** from which current and future permanent and specified purpose vacancies of full or part-time duration may be filled.  |
| **Informal Enquiries** | Mark Brennock, National Director, Communications and Public Affairs. Email: mark.brennock@hse.ie |
| **Details of Service** | HSE Communications and Public Affairs leads the engagement of the HSE with a wide range of audiences. Its activity includes both corporate communications in relation to the HSE’s mission and activity directed at stakeholders such as media, the political system and the public. It also involves digital and public information activity and campaigns which give direct support to the provision of healthcare, improving health and wellbeing through public education, guiding citizens to the services they need. It leads the HSE’s internal and external communications initiatives and provides communications advice and support to HSE teams across the organisation. HSE Communications and Public Affairs provide a 24/7 media relations service, digital and social media, social marketing campaigns and research, staff communications, public affairs, contact care centre and extensive strategic planning and issues management. |
| **Reporting Relationship** | The Assistant National Director, Communications Services will report to the National Director of Communications and Public Affairs. |
| **Purpose of the Post**  | The Assistant National Director, Communications Services will lead the HSE’s direct communications services for our patients, staff, stakeholders and the public. Our communications services across digital, marketing, research and stakeholder engagement make it easier to access health services, support world-class digital health communications services, enable health behaviour change, and ensure our staff and partners get clear and accessible information and support from the HSE.The holder of this post will lead teams overseeing HSE.ie and a range of digital services including the HSE app, social media, our contact centre in HSElive, and our behaviour change and information campaigns. The postholder and these teams play an important role in day to day healthcare, and also form an essential central part of the HSE response to urgent issues or health threats.They advise services on how best to achieve service objectives and public health goals, and lead the implementation of programmes to achieve these. They also ensure the development and implementation of communications strategies, including implementation of the overall HSE’s communications strategy 2023-2025. Of particular importance, they will work with the communications teams in the six new HSE health regions to ensure a coherent national approach to communications, while supporting the new teams with the infrastructure, including digital channels, planning services and campaigns services, to provide highly effective communications in their respective regions. |
| **Principal Duties and Responsibilities** | Working with the National Director and senior team, duties will include:* Leading the HSE’s digital communications infrastructure, including a major programme of development of the HSE.ie website network, the new HSE App being delivered in 2024, our social media and digital marketing programme and more
* Supporting the development of imaginative and powerful public information campaigns, rooted in research, that improve public health and wellbeing, support easier access to our services and bring about behavioural change
* Leading the HSE’s contact care centre, HSElive, ensuring we provide responsive, accessible support and guidance the public about the health services they need, and playing a lead role in a response to special programme and health threats.
* Leading the development and implementation of staff and stakeholder communications plans for HSE senior teams and services, enabling HSE teams in the national centre, and in the health regions, to respond to health service challenges, drive change and improvement in services, and improve the experience of our patients, their families and the wider public
* Helping set the strategic direction for communications within the HSE, implementing a range of improvement programmes within the HSE’s communications strategy and overseeing the complex workflows across our national and regional communications teams.
* Working with colleagues throughout the HSE health regions to ensure a coherent and joined up approach to communications, with shared standards, training and supportive infrastructure in areas such as digital services and campaigns)
* Being accountable for overseeing significant budgets and a large, diverse and multi-disciplinary team, annual service planning for HSE communications, and monitoring, evaluating and reporting on our services to the CEO and HSE Board.
* Lead a team of communications professionals with all of the requisite people management demands.
* Support reporting and compliance on Irish Language Communication Services, including internal guidance on bilingual communications materials, Irish language advertising and media buying and digital communications
* Ensure that communications resources are used to best effect and impact and that utilisation of all resources is aligned with corporate priorities.
* Maintain a deep awareness of all elements of the policy and legislative environment as they impact on the health service. Excellent networking with the political system and broader stakeholder groups will be required.

**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 him/her from time to time and to contribute to the development of the post while in office.**  |
| **Eligibility Criteria****Qualifications and/ or experience** | The canditates must at the closing date of the competition have * 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
1. **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. 1. **Character**

Each candidate for and any person holding the office must be of good character. |
| **Post Specific Requirements** | Demonstrate depth and breadth of experience as relevant to the role including substantial experience across the major communications disciplines, implementation of communications strategies, leading, influencing and delivering change within a complex organisation.  |
| **Other requirements specific to the post** | Access to appropriate transport to fulfil the requirements of the role as travel between sites will be required |
| **Skills, competencies and/or knowledge** | **Professional Knowledge & Experience** Demonstrates:* Significant experience in a leadership role across the major communications disciplines
* Significant experience 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.
* A significant track record of achievement in managing projects and strategic plans in complex organisation(s) operating in multi-stakeholder environments;
* Proven ability to lead a team of skilled and motivated individuals to achieve strategic objectives
* Understanding of the critical components that make up the health services and the interdependencies that contribute to their successful delivery;
* Understanding of, identification with and commitment to the core values of the HSE and places a high emphasis on achieving high standards of excellence;
* Understanding of the role of communications in earning and maintaining trust and enhancing organisational reputation
* Proven ability to organise at a strategic and operational level the necessary people and other resources across a complex network of services so that objectives can be met within budget, to quality standards and within timescales;
* Knowledge of National Financial Relations

**Leadership and Direction*** Remains fully informed in a dynamic and challenging environment, while at the same time having a clear view of what changes are required in order to achieve immediate and long term corporate objectives.
* Is an effective leader and a positive driver for change; transforms the vision into a framework and structures for moving forward.
* Balances change with continuity – continually strives to improve service delivery, to create a work environment that encourages creative thinking and to maintain focus, intensity and persistence even under increasingly complex and demanding conditions.

**Working With and Through Others – Influencing to Achieve*** Demonstrates the ability to work independently as well as work with a wider multidisciplinary / multi-agency team in a complex and changing environment.
* Is persuasive and effectively sells the vision; commands attention and inspires confidence.
* Sets high standards for the team and puts their work and the work of the organisation into meaningful context.
* Have excellent influencing and negotiation skills.

**Managing and Delivering Results – Operational Excellence*** Places strong emphasis on achieving high standards of excellence.
* Ability to develop / implement strategic action plans and programmes.
* Commits a high degree of energy to well directed activities and looks for and seizes opportunities that are beneficial to achieving organisation goals.
* Perseveres and sees tasks through.
* Champions measurement on delivery of results and is willing to take personal responsibility to initiate activities and drive objectives through to a conclusion.
* Show a strong degree of self-sufficiency, being capable of personally pushing proposals and recommending decisions on a proactive basis while actively suggesting improvements and adapting readily to change;
* Ability to ensure the achievement of medium and long term goals while also managing short term goals and priorities

**Critical Analysis and Decision Making*** Has the ability to rapidly assimilate and analyse complex information; considers the impact of decisions before taking action; anticipates problems and proposes solutions.
* Recognises when to involve other parties at the appropriate time and level.
* Makes timely decisions and stands by those decisions as required.

**Building Relationships / Communication*** Possesses highly effective interpersonal and communication skills to establish and develop trust based, high-stake partnerships and relationships with a range of external partners and stakeholders.
* Is capable of promoting organisational cohesion and the pursuit of excellence through first-class relationship management practices throughout all levels of the service.
* Has a strong results focus and ability to achieve results through collaborative working
* Possesses the ability to explain, advocate and express facts and ideas in a convincing manner, and actively liaise with individuals and groups internally and externally.
* Is committed to working co-operatively with and influencing senior management colleagues to drive forward the reform agenda.
* Is committed to building a professional network to remain up-to-date with and influence internal and external politics.
* Has the ability to support the development of an effective team.
* The ability to work effectively across several different service delivery units to incorporate diverse multi care group requirements into a comprehensive integrated plan;
* A proven ability to organise at a strategic and operational level the necessary people and other resources across a complex network of services so that objectives can be met within budget, to quality standards and within timescales;

**Personal Commitment and Motivation*** Is personally committed and motivated for the complex role of Assistant National Director.
* Demonstrates a strong willingness and ability to operate in the flexible manner that is essential for the effective delivery of the role.
* Demonstrates a commitment to further education and learning.
* Be confident of own judgement and ability to influence others
* Shows resilience and consistency and can support colleagues and team members during period of working under pressure.
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| **Campaign Specific Selection Process****Ranking/Shortlisting / Interview** | The Selection Process may include: 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.  |
| **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 Code of Practice sets out how the core principles of probity, merit, equity and fairness might be applied on a principle basis. The Code also specifies the responsibilities placed on candidates, facilities for feedback to applicants on matters relating to their application when requested, and outlines procedures in relation to requests for a review of the recruitment and selection process and review in relation to allegations of a breach of the Code of Practice. Additional information on the HSE’s review process is available in the document posted with each vacancy entitled “Code of Practice, Information for Candidates”.Codes of practice are published by the CPSA and are available on [www.hse.ie/eng/staff/jobs](http://www.hse.ie/eng/staff/jobs) in the document posted with each vacancy entitled “Code of Practice, Information for Candidates” or on [www.cpsa.ie](http://www.cpsa.ie)/. |
|  | 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. |

**AND - Communications Services**

**Terms and Conditions of Employment**

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| **Tenure**  | The current vacancy available is full time and permanent.The post is pensionable. 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: **Assistant National Director** €112,744 – 117,509 – 122,361 – 127,306 – 132,335 – 137,463 **(01.01.2024)**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 working week applying to the post is 35 hours.HSE Circular 003-2009 “Matching Working Patterns to Service Needs (Extended Working Day / Week Arrangements); Framework for Implementation of Clause 30.4 of Towards 2016” applies. Under the terms of this circular, all new entrants and staff appointed to promotional posts from Dec 16th 2008 will be required to work agreed roster / on call arrangements as advised by their line manager. Contracted hours of work are liable to change between the hours of 8am-8pm over seven days to meet the requirements for extended day services in accordance with the terms of the Framework Agreement (Implementation of Clause 30.4 of Towards 2016). |
| **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 recruited between 1 April 2004 and 31 December 2012 (new entrants) have no compulsory retirement age.Public servants recruited since 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. |
| **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. Some staff have additional responsibilities such as Line Managers, Designated Officers and Mandated Persons. You should check if you are a Designated Officer and / or a Mandated Person and be familiar with the related roles and legal responsibilities.For further information, guidance and resources please visit: [HSE Children First webpage](https://www.hse.ie/eng/services/list/2/primarycare/childrenfirst/resources/). |
| **Ethics in Public Office 1995 and 2001****Positions remunerated at or above the minimum point of the Grade VIII salary scale (€70,373** **as at 01.10.2021)** | Positions remunerated at or above the minimum point of the Grade VIII salary scale (€70,373 as at 01.10.2021) 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<http://www.sipo.gov.ie/> <http://www.sipo.gov.ie/> |
| **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 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)