

## CANDIDATE INFORMATION BOOKLET

### PLEASE READ CAREFULLY

The Health Information and Quality Authority (HIQA) is undertaking a competition to identify suitable candidates for appointment to the position of:

Role Title:	Communications and Digital Media Officer
Grade:	Executive Officer
Tenure:	Permanent – one permanent vacancy for immediate appointment  In addition to the immediate appointment, HIQA may create a panel for anticipated vacancies that may arise.
Location:	Dublin
Blended Working:	1 - 2 days a week in the office and the remainder of the working week spent working from home. Further information can be found below under <b>Interim Blended Working Arrangements</b> .
Salary:	€33,149
Closing date:	5.00pm on Tuesday 07 <sup>th</sup> February 2023

This recruitment campaign will be in compliance with the Code of Practice, Appointment to the Civil Service and Public Service prepared by the Commission for Public Service Appointments (CPSA). The competition will be conducted under the recruitment licence of the Health Information and Quality Authority. The final Selection Process will be carried out by the Health Information and Quality Authority.

This Code of Practice is published by the CPSA and is available on [www.cpsa.ie](http://www.cpsa.ie)

## About the Health Information and Quality Authority (HIQA)

The Health Information and Quality Authority (HIQA) is an independent statutory authority established to drive high-quality and safe care for people using our health and social care services in Ireland.

HIQA's mandate to date extends across a specified range of public, private and voluntary sector services. Reporting to the Minister for Health and engaging with the Minister for Children, Equality, Disability, Integration and Youth Affairs, HIQA's role is to develop standards, inspect and review health and social care services and support informed decisions on how services are delivered. HIQA has responsibility for the following:

- **Setting standards for health and social care services** — Developing person-centred standards and guidance, based on evidence and international best practice, for health and social care services in Ireland.
- **Regulating social care services** — The Chief Inspector within HIQA is responsible for registering and inspecting residential services for older people and people with a disability, and children's special care units.
- **Regulating health services** — Regulating medical exposure to ionising radiation.
- **Monitoring services** — Monitoring the safety and quality of health services and children's social services, and investigating as necessary serious concerns about the health and welfare of people who use these services.
- **Health technology assessment** — Evaluating the clinical and cost-effectiveness of health programmes, policies, medicines, medical equipment, diagnostic and surgical techniques, health promotion and protection activities, and providing advice to enable the best use of resources and the best outcomes for people who use our health service.
- **Health information** — Advising on the efficient and secure collection and sharing of health information, setting standards, evaluating information resources and publishing information on the delivery and performance of Ireland's health and social care services.
- **National Care Experience Programme** — Carrying out national service-user experience surveys across a range of health services, in conjunction with the Department of Health and the HSE.

## Key Areas for Performance

HIQA has identified key behavioural and technical competencies for effective performance through a Competency Framework as seen below. Please refer to the role description for an overview of each competency and the proficiency levels required for this role. For more in-depth information on the competencies. It is important that you review the full competency framework guidance document which is available at: <https://www.hiqa.ie/about-us/careers>.

## Proficiency Levels

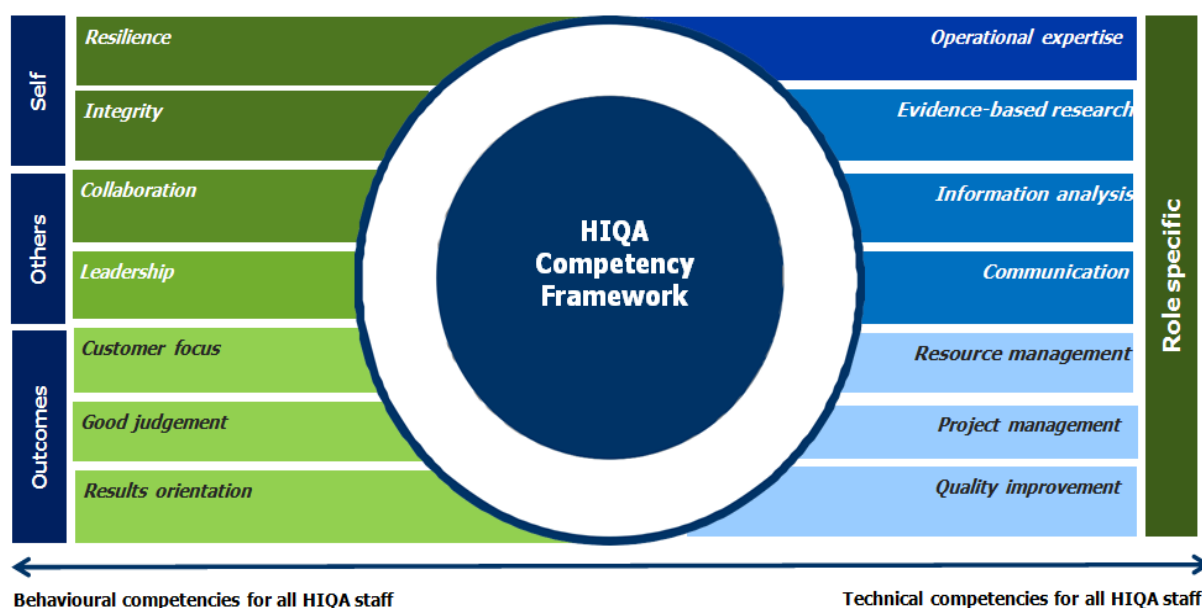
This Competency Framework is based on four levels of proficiency that build on each other:

**Emerging/Developing:** The level of competency required to carry out some of the core requirements of the role, with support/leadership required to develop competency in other requirements

**Proficient:** The level of competency required to carry out the core requirements of a role

**Skilled:** The level of competency required to carry out the core requirements of a role, and develop capability in others or demonstrate the competency in a more senior or complex role

**Master:** The level of competency required to carry out the core requirements of a role, develop capability in others, demonstrate the competency in a more senior or complex role and be seen as a role model in the organisation or field in that area of competence.



## Role Description

Role Overview	
Role Title	Communications and Digital Media Officer
Directorate	Communications and Stakeholder Engagement
Grade	Executive Officer
Reports To	Communications Manager
Role Purpose	
The purpose of this role within the relevant business unit and for HIQA as a whole:	<p>Working as part of the Communications team, the successful candidate, will work with both the Digital Media Manager and the Communications Manager by assisting with the development of visual communications such as corporate videos, animations, infographics and graphics, as well as promoting the work of HIQA through social media. They will use digital analytics to set goals, measure, evaluate and report on communication campaigns and overall performance and engagement.</p> <p>This role will also include working with the Digital Media Manager on aspects of the corporate website and intranet, photography and video production, and live streaming and live social media activity at events.</p> <p>The successful candidate will have strong creative skills with strong attention to detail and the ability to work well under pressure. They will assist the Communications team in meeting its corporate objective of actively engaging with the public and our stakeholders to communicate the work of HIQA. This includes developing and publishing clear information in an accessible manner. The successful candidate will provide communications and digital media advice and support to management across the organisation.</p>
Behavioural Expectations	
The way that HIQA people are expected to work to role model HIQA values:	The incumbent of this role is expected to demonstrate HIQA's Values in the delivery of every day work and interactions with clients and colleagues, by putting people first, being fair and objective, being open and accountable, demonstrating excellence and innovation and working together.
Common Tasks	
<b>Team Member</b>	<ul style="list-style-type: none"> <li>▪ Seek clarity on the tasks associated with own role</li> <li>▪ Complete tasks in compliance with policies and procedures</li> <li>▪ Adhere to relevant legislation, standards and internal audits</li> <li>▪ Fulfil any mandatory or professional competency requirements</li> <li>▪ Maintain confidentiality and a professional approach</li> <li>▪ Raise any concerns in relation to workplace health and safety</li> <li>▪ Actively identify learning needs and development opportunities</li> <li>▪ Actively contribute as a team member</li> <li>▪ Follow direction and take on new and different tasks</li> <li>▪ Set and achieve performance goals that contribute to HIQA strategy</li> <li>▪ Regularly seek feedback to meet performance expectations and goals</li> </ul>

Role Specific Tasks	
The key tasks and activities associated with the role:	<p>Key Duties and Responsibilities: The main elements of the role include but are not limited to:</p> <ul style="list-style-type: none"> <li>▪ Assist with the development of visual communications such as corporate videos, animations, infographics and social media graphics.</li> <li>▪ Assist with script writing for corporate videos and animations.</li> <li>▪ Assist with the production of internal and external newsletters.</li> <li>▪ Write website and intranet copy, and update and edit sites.</li> <li>▪ Assist with the design and implementation of digital engagement campaigns including campaign planning, messaging, design, and implementation.</li> <li>▪ Promote the work of HIQA through social media in line with HIQA's social media policy and house style.</li> <li>▪ Plan and develop content for social media campaigns.</li> <li>▪ Develop and manage a social media calendar.</li> <li>▪ Social media monitoring and reporting, preparing and presenting monthly analytics reports on online engagement.</li> <li>▪ Use digital analytics to set goals, measure, evaluate and report on performance both during and post campaigns.</li> <li>▪ Assist with photography and videography for social media, web and other channels and at events, as required.</li> <li>▪ Assist with live streaming and social media at events</li> <li>▪ Liaise with graphic designers on publications and materials and manage changes internally with relevant teams, as required.</li> <li>▪ Produce engaging Powerpoint presentations, as required.</li> <li>▪ Assist with the online publication of reports, standards and guidance.</li> <li>▪ Support stakeholder consultations, publications, and communications campaigns.</li> <li>▪ Support team in other tasks where needed and any other duties relevant to the role which may be identified from time to time.</li> <li>▪ Undertake other duties and responsibilities as may be determined by your line manager.</li> </ul>
Qualifications	
The qualifications that are <b>essential</b> to effectively meet the requirements of the role:	<ul style="list-style-type: none"> <li>▪ A third level qualification at a minimum of Level 8 on the National Framework of Qualifications. (<i>Information in relation to the Irish National Framework of Qualifications is available <a href="#">here</a></i>)</li> </ul>
The qualifications that are <b>desirable</b> to effectively meet the requirements of the role:	<ul style="list-style-type: none"> <li>▪ A third level qualification at a minimum Level 8 on the National Framework of Qualifications in Multimedia/Communications, Public Relations, or Marketing.</li> <li>▪ A PRII recognised professional qualification.</li> <li>▪ A professionally recognised graphic design qualification.</li> <li>▪ Adobe software or similar software certification.</li> </ul>
Experience	
The experience that is <b>essential</b> to effectively meet the requirements of the role:	<ul style="list-style-type: none"> <li>▪ A minimum of two years' experience in a relevant communications role.</li> <li>▪ Excellent communication skills and proven written and spoken English with an excellent command of the English language.</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Proficient computer skills especially Microsoft Office applications.</li> <li>▪ Proficient social media skills and experience in using and updating platforms such as Twitter, Facebook, LinkedIn and YouTube, in a work environment.</li> <li>▪ A strong understanding of digital communications, social media strategies, and email and social media platforms as tools for engagement, and the appropriateness of each for different audiences and scenarios.</li> <li>▪ A strong understanding and demonstrable experience in analytics, and their use in informing planning and reporting.</li> <li>▪ A strong understanding and demonstrable experience in Adobe software, desktop publishing, graphic design and video editing, including formatting and design of documents and other communications materials.</li> <li>▪ Ability to maintain discretion and confidentiality.</li> <li>▪ Creative, with a high level of attention to detail.</li> <li>▪ Excellent written and verbal communication skills with proven English writing and editing skills.</li> <li>▪ Strong social media engagement skills.</li> <li>▪ Excellent interpersonal skills with the ability to build relationships and work collaboratively with internal colleagues and external stakeholders.</li> <li>▪ The ability to work effectively as part of a team, be creative and share ideas to achieve high quality work and desired results.</li> <li>▪ Focused on teamwork with a flexible approach.</li> <li>▪ Strong planning, organisational and time management skills.</li> <li>▪ The ability to work well under pressure with multiple demands and competing priorities with tight deadlines.</li> </ul>
<p>The experience that is <b>desirable</b> to effectively meet the requirements of the role:</p>	<ul style="list-style-type: none"> <li>▪ Experience in the health sector.</li> <li>▪ Experience using DRUPAL Content Management System.</li> <li>▪ Experience in basic website design.</li> </ul>

<b>HIQA Competencies (Behavioural)</b>	<b>Description</b>	<b>Required Proficiency</b>
<b>Resilience</b>	Maintains personal confidence and is able to manage self and emotions in a flexible and adaptive manner when faced with adversity or challenging situations	Proficient
<b>Integrity</b>	Is sincere, respects and values others, maintains a high standard of personal ethics, reliably delivers on promises and takes a rights-based approach to all decisions and actions	Proficient
<b>Collaboration</b>	Builds relationships based on collaboration and trust, is politically and socially astute in approach and is able to resolve difficult situations and conflict	Proficient
<b>Leadership</b>	Orients self and others to a vision, engages with and contributes to an inclusive and productive work environment; holds to account, promotes learning and challenges self and others to achieve a shared purpose	Proficient
<b>Customer Focus</b>	Recognises internal and external customers and stakeholders, and proactively seeks to understand, uphold and respond to their needs	Proficient
<b>Good Judgement</b>	Seeks and analyses information to better understand complex situations, applies an ethical framework to make critical and objective evaluations and reaches high-quality decisions that are contextually relevant	Proficient
<b>Results Orientation</b>	Can deliver results in challenging situations with and through others, strives to exceed expectations and creates as much value as possible	Proficient
<b>HIQA Competencies (Technical)</b>	<b>Description</b>	<b>Required Proficiency</b>
<b>Operational Expertise</b>	Applies knowledge, skills and abilities to fulfil requirements of the role effectively in the context of the operational area and function	Proficient
<b>Evidence-Based Research</b>	Critically seeks information and researches, exploring a range of potential sources, to ensure that a broad set of inputs, both quantitative and qualitative, are used to inform decisions and recommendations	Proficient
<b>Information Analysis</b>	Analyses and assesses information in a structured way to inform and improve decision-making, problem-solving, recommendations and everyday work	Proficient
<b>Communication</b>	Develops and delivers key messages and documentation based on quality inputs and consultation with others. Presents information in an authentic, clear, and easy-to-understand way that is impactful and tailored to the needs of the audience	Proficient
<b>Resource Management</b>	Manages available resources to achieve the best outcomes	Proficient
<b>Project Management</b>	Identifies, plans for and implements change projects and initiatives effectively in collaboration with others	Proficient
<b>Quality Improvement</b>	Delivers quality for customers and stakeholders in everyday work through high standards, effective problem-solving and continuous improvement	Proficient

## Principal Conditions of Service

### Probation:

A probationary period of six months applies to this position.

### Pay:

Candidates will be appointed on the **minimum point of the salary scale (€33,149)** and in accordance with the Department of Finance guidelines. The rate of remuneration will not be subject to negotiation.

The incremental progression for this scale is in line with Government pay policy. The salary scale for this position is as follows:

€33,149	€35,014	€36,067	€38,122	€39,964	€41,745	€43,521	€45,259
€47,015	€48,722	€50,482	€51,659	€53,336 <sup>1</sup>	€55,026 <sup>2</sup>		

1. *After 3 years' satisfactory service at the maximum*
2. *After 6 years' satisfactory service at the maximum*

**Entry will be at the first point of the scale.** An exception may occur where an appointee has been serving elsewhere in the **public service** in an analogous grade and pay-scale. In this case the appointment may be made at the appointee's current point of scale. Please note the rate of remuneration may be adjusted from time to time in line with Government pay policy.

### Superannuation:

Pensionable public servants (new joiners) recruited on or after 1 January 2013 will be members of the Single Public Service Pension Scheme. Please note that the Single Public Service Pension Scheme applies to all pensionable first-time entrants to the public service, as well as to former public servants returning to the public service after a break of more than 26 weeks. In certain circumstances, e.g. where the public servant was on secondment or approved leave or remains on the same contract of employment, the 26-week rule does not apply. The legislation giving effect to the Scheme is the Public Service Pensions (Single Scheme and Other Provisions) Act 2012.

For those who are not subject to the Single Public Service Pension Scheme (e.g. those transferring from other public service employment where the break in service, if any, is less than 26 weeks), the terms of the Health Information and Quality Authority Superannuation Scheme will apply.

### Annual Leave:

Annual leave is **23** days, rising to 24 days after 5 years' service, 25 after 10 years' service, 26 after 12 years' service and 27 after 14 years' service.

### Hours of attendance:

Hours of attendance will be fixed from time to time but will amount to not less than 35 per week. The appointee may be required to work additional hours from time to time as may be reasonable and necessary for the proper performance of his or her duties subject to the limits set down under working time regulations.



## Interim Blended Working Arrangements

HIQA has introduced an interim Blended Working Policy to offer more flexible working arrangements to all employees. We aim to strike a balance between being flexible, efficient, and resilient by facilitating blended working where practical, while enabling onsite interaction, collaboration, and support as required.

All roles in HIQA have been assessed under the criteria of business needs and role suitability for blended working. This determined the proportion of time that individuals will spend working in HIQA offices and working from home, depending on their role.

There may be a requirement to attend the office for more than the allocated number of days for training and onboarding purposes at the start of your tenure and during the probation period. Please note that HIQA's Interim Blended Working Policy will be reviewed and aligned to the Right to Request Remote Working legislation when enacted and the government's Blended Working Policy Framework for Civil and Public Service.

Further guidance on HIQA's Interim Blended Working Policy, which includes eligibility criteria will be issued to successful candidate/s.

It is important to note that this is an opt-in policy and must be applied for upon appointment.

## Selection Procedure

An information booklet and application form are available at: [Careers with HIQA \(recruitisland.ie\)](https://recruitisland.ie)

### How to Apply and Closing Date:

The completed application form must be submitted by **5.00pm on Tuesday 07<sup>th</sup> February 2023**.

**Only applications completed online through [Careers with HIQA \(recruitisland.ie\)](https://recruitisland.ie) will be accepted. CVs will not be accepted.**

### Selection Process:

The Health Information and Quality Authority will convene an expert board to carry out the competitive stages of the selection process to the highest standards of best practice. The approach employed may include:

- A short-listing of candidates, on the basis of the information contained in their application
- A competitive competency based interview which may include a presentation or other exercises
- Any other tests or exercises that may be deemed appropriate

Please note the competency proficiency levels referred to in the above role description. This will assist you when completing the application form and preparing for the competency based interview.

Normally, the number of applications received for a position exceeds that required to fill existing and future posts. While candidates may meet the eligibility criteria of the competition, if the numbers applying for a post are such that it would not be practicable to progress all candidates to

the next stage of the selection process, HIQA may decide that a certain number of candidates based on order of merit in the shortlisting may be called to the next stage of the process.

In this respect, a short-listing process will be employed based on an examination of the application forms and the essential and desirable requirements for the posts, to select a group for the next stage of the process who appear to be the most suitable for the position. It is therefore in your own interest to provide a detailed and accurate account of your qualifications, experience and competencies as requested on the application form.

Competition updates will be issued to your email address as entered on the application form. The onus is on each applicant to ensure that they are in receipt of all communication. You are advised to check your emails on a regular basis throughout the duration of the competition; in addition, being sure to check junk/spam folders should any emails be mistakenly filtered. HIQA accepts no responsibility for communication not accessed or received by an applicant.

### **Interview Dates:**

The onus is on all applicants who are shortlisted for interview to ensure they are available for interview on the identified date.

### **Interview Expenses:**

The Health Information and Quality Authority will not be responsible for any expense, including travelling expenses that applicants may incur in connection with their application for this post.

### **Panels:**

A panel may be created from which future permanent and fixed term vacancies may be filled.

### **Citizenship Requirements:**

Eligible candidates must be:

- (a) A citizen of the European Economic Area (EEA). The EEA consists of the Member States of the European Union, Iceland, Liechtenstein and Norway; or
- (b) A citizen of the United Kingdom (UK); or
- (c) A citizen of Switzerland pursuant to the agreement between the EU and Switzerland on the free movement of persons; or
- (d) A non-EEA citizen who is a spouse or child of an EEA or UK or Swiss citizen and has a stamp 4 visa; or
- (e) A person awarded international protection under the International Protection Act 2015 or any family member entitled to remain in the State as a result of family reunification and has a stamp 4 visa or
- (f) A non-EEA citizen who is a parent of a dependent child who is a citizen of, and resident in, an EEA member state or the UK or Switzerland and has a stamp 4 visa.

To qualify candidates must be eligible by the date of any job offer.

**It shall be the responsibility of the candidate to ensure these permissions are in place.**

Information on legislation and guides to the procedures in relation to obtaining green card permits, work permits and spousal/dependant permits are available on the Department of Business, Enterprise and Innovation website. <https://dbei.gov.ie/en/What-We-Do/Workplace-and-Skills/Employment-Permits/>

Candidates will be required to provide verification of citizenship eligibility and qualifications in a form acceptable to the Health Information and Quality Authority.

## **Candidate Obligations:**

Candidates should note that canvassing will disqualify them and will result in their exclusion from the process.

Candidates must not:

- knowingly or recklessly provide false information;
- canvass any person with or without inducements;
- impersonate a candidate at any stage of the process;
- interfere with or compromise the process in any way.

Where a candidate is found guilty of canvassing or in breach of any of the above, then:

- where they have not been appointed to a post, they will be disqualified as a candidate; or
- where they have been appointed to a post, they shall forfeit that appointment.

Candidates must:

- Have the knowledge and ability to discharge the duties of the post concerned
- Be suitable on the grounds of character
- Be suitable in all other relevant respects for appointment to the post concerned – and, if successful, they will not be appointed to the post unless they:
  - Agree to undertake the duties attached to the post and accept the conditions under which the duties are, or may be required to be, performed
  - Are fully competent and available to undertake, and fully capable of undertaking, the duties attached to the position
  - Be passed medically fit to take up the appointment

## **Prior to appointing:**

Prior to recommending any candidate for appointment to this position HIQA will make all such enquires that are deemed necessary to determine the suitability of that candidate. Until all stages of the recruitment process have been fully completed a final determination cannot be made nor can it be deemed or inferred that such a determination has been made.

Should the person recommended for appointment not accept the appointment, or, having accepted it, relinquish it, HIQA may at its discretion, select and recommend another person for appointment on the results of this selection process.

## **Deeming of Candidature to be Withdrawn:**

Candidates who do not attend for interview when and where required by the Health Information and Quality Authority, or who do not, when requested, furnish such evidence as the Health Information and Quality Authority require in regard to any matter relevant to their candidature, will have no further claim for consideration.

## **Confidentiality:**

Subject to the provisions of the Freedom of Information Acts 2014, all enquiries and applications are treated as strictly confidential and are not disclosed to anyone, outside those directly involved in the process.

## **Data Protection:**

Please note that all personal data shall be treated in accordance with the General Data Protection Regulation (GDPR) and Data Protection Acts 1988 - 2018.

For further information on how the Health Information and Quality Authority processes your data, please review the privacy notice on our website: <https://www.hiqa.ie/reports-and-publications/corporate-publication/hiqa-privacy-notice>

## **Protected Disclosures:**

HIQA is committed to maintaining a responsible and ethical culture with the highest standards of honesty, integrity, accountability and compliance in accordance with the Protected Disclosures Act 2014 (as amended) ("the Act").

If you are a HIQA worker, which includes a job applicant under the Act, you can make a protected disclosure about HIQA to HIQA. If you want to know more about making an internal protected disclosure please email [internalPD@hiqa.ie](mailto:internalPD@hiqa.ie) for guidance.

## **Equality:**

The Health Information and Quality Authority is committed to a policy of Equal Opportunity.

HIQA encourage applications from diverse candidates. If we can make any accommodations to enable us to see the best version of you during interview, please outline this in the appropriate section of the application form. All information disclosed will be kept confidential.

## **Guidelines for Dealing with Appeals/Requests for Review:**

The Health Information and Quality Authority will consider requests for review in accordance with the provisions of the codes of practice published by the Commission for Public Service Appointments (CPSA). Where a candidate is unhappy with an action or decision in relation to their application they can seek a review under Section 7 of the Code of Practice governing the recruitment process.

Where a candidate believes that an aspect of the process breached the CPSA's Code of Practice, they can seek a review under Section 8 of the Code of Practice.

Codes of practice are published by the CPSA and are available on [www.cpsa.ie](http://www.cpsa.ie)