



**The Competition and Consumer Protection
Commission (CCPC).**

Candidate Information Booklet

Job Title: Deputy Director of Communications
(Customer Services and Consumer Information)

Grade: Assistant Principal Higher (AP1)

Closing date: 12 noon, Thursday, 26th September 2024



General Information:

Job Title:	Deputy Director – Customer Services and Consumer Information
Grade:	Assistant Principal Higher (AP1)
Starting Salary:	* €85,951 *Point of entry on this salary scale may differ from the minimum point of the scale if the successful candidate is a current public or civil servant.
Employing Authority:	Competition and Consumer Protection Commission (CCPC)
Office Location:	Bloom House, Railway Street, Dublin 1, D01 C576
Working Hours:	35 hours per week
Hybrid / Agile / Remote Working:	You will be required to attend the office at least 40% of your time and can avail of remote working up to 60% of your time, this is subject to business requirements. The CCPC generally operates on a fully remote basis during the month of August and fully remote over the Christmas period. This arrangement is subject to business requirements.
Closing Date:	12.00 pm, Thursday, 26th September 2024
Annual Leave:	30 days
Tenure:	Wholetime, Permanent

The Competition and Consumer Protection Commission (CCPC):

The Competition and Consumer Protection Commission (“CCPC”) is the statutory body responsible for enforcing competition and consumer protection law in Ireland. The CCPC’s broad mandate, covering all sectors of the economy, gives it a vital role in ensuring that markets work better for consumers.

We are governed by an Executive Chairperson and three Commission Members (“the Commission”). The Commission is responsible for the strategic and operational management of the organisation to deliver on our mission and meet our regulatory objectives.

Each Division of the CCPC is overseen by a Member of the Commission, led by a Divisional Director and managed by a senior management team from within the Division. We are staffed with people from a wide range of technical backgrounds, including economists, lawyers, digital forensic specialists, investigators, communications professionals and more.

You can read our [strategy statement](#) which outlines the vision, mission, values and goals of the CCPC. Further information on the work of the CCPC to be found at www.ccpc.ie.

Equal Opportunities

The CCPC is an equal opportunities employer. We are committed to championing an inclusive and diverse workforce that reflects modern Ireland and the people we serve. We strive to create a culture where everyone has equal access to opportunity and feels comfortable and confident to be themselves at work. Reasonable Accommodations will be provided, if required, during this process. To discuss and request reasonable accommodations in confidence please contact ccpccareers@cpl.ie

Division Overview

Our Communications Division empowers consumers with information on consumer rights, personal finance, competition law, product safety and the CCPC. Our tools include our website, helpline, social media accounts, marketing campaigns, public relations, stakeholder engagement and education programmes. We engage with the business community to encourage business compliance and with a wide range of other stakeholders to support our advocacy work.

There are 40 staff in the Communications Division working across five units (teams). The Communications Division has recently expanded to a three-pillar structure with each pillar led by a Deputy Director at Assistant Principal Higher grade.

The three pillars are:

Pillar 1: Customer Services and Consumer Information, including our helpline and website

Pillar 2: Communications, including media relations, marketing and stakeholder engagement.

Pillar 3: Financial Education, including programmes, policy and research.

The two units in the Customer Services and Consumer Information pillar of the Communications Division, are:

1. **Contacts and Analysis Unit:** responsibilities include managing and supporting the outsourced contact centre (40k contacts per year) to provide information services to consumers and the intake and referral of complaints to our enforcement teams. This team also manages and analyses the information received through the CCPC contact channels to identify issues and trends. This is a team of eight: 1 Assistant Principal, 4 Higher Executive Officers and 3 Executive Officers.
2. **Website and Digital Content Unit:** responsibilities include the management and development of the CCPC's website and online content, including our financial comparison tools for consumers. This team works closely with an outsourced web development agency and is currently working on the development of a new CCPC website and new Money Tools. This is a recently expanded team of seven: 1 Assistant Principal, 3 Higher Executive Officers and 2 Executive Officers.

The Role:

Working to the CCPC's 2023 – 2025 Strategic Plan, the CCPC is seeking to increase its engagement with consumers through its contact centre and website to ensure improved outcomes for consumers and provide increased insights for our policy and enforcement teams. The CCPC is now seeking to recruit for the new position of Deputy Director of Communications with responsibility for the Customer Services and Consumer Information pillar of the Communication Division.

The Deputy Director will lead on the strategic approach and development of the CCPC's information services to deliver user-centric services that are accessible, engaging and effectively deliver positive consumer outcomes. This will include overseeing the expansion of channels offered by the CCPC helpline, the development of a new CCPC website, and evaluating and improving our customer service offerings.

The Deputy Director will ensure that complex legislative changes are effectively communicated so that consumers and businesses can easily understand the real-world implications of these developments. Working across our helpline and website units, the Deputy Director will ensure that legal and policy changes are reflected in updated content delivered through ccpc.ie and our consumer contact channels that is accessible and engaging while also ensuring technical and legal accuracy.

The Deputy Director will be a key part of the senior leadership team within the Communications Division contributing to strategic management and reporting. The Deputy Director will report to the Director of Communications and will have two direct reports: Head of Unit: Contacts and Analysis and Head of Unit: Website and Digital Content.

The Successful Candidate:

This is an opportunity for a senior leader, with relevant experience, to grow and develop our customer service channels and digital resources, enabling and empowering consumers to achieve positive outcomes in consumer disputes. This role will suit a candidate who is passionate about transforming consumer outcomes through best-in-class service design and an excellent customer experience. The ideal candidate will have senior experience in a public information service or other relevant customer service function. They will appreciate the importance of service design, accessibility, quality standards, service measurement and evaluation.

In addition to the immediate appointment from this campaign, an order of merit may be established. This may be used to fill any future vacancies at the same level within this or other Divisions of the CCPC where roles have similar responsibilities and/or similar skills are required.

Key Responsibilities:

- The Deputy Director will lead on the strategic development of the CCPC's information services to deliver user-centric services that are accessible, quality controlled, engaging, informative and effective.
- Oversee the careful management of budget and procurement activities related to CCPC customer service and digital functions, including the outsourced contact centre, web development company and CRM support service.
- Contribute to the overall strategic and operational development of the Communications Division to deliver on the CCPC Strategic Plan, working closely with the Director and other Deputy Directors of Communications.
- Work openly and constructively with colleagues across the Communications Division, including those responsible for the media, marketing and financial education, to ensure smooth collaboration, coordination and operational readiness for all communications outputs and events.
- Proactively manage cross divisional working relationships with all CCPC divisions, including working directly with enforcement, research, and other project teams.
- Oversee and support effective engagement, networking and relationship-building by your teams with key stakeholders, including the customer service and digital functions of other regulators and best practice networks.
- Such other functions as may be required to fulfil the business objectives of the CCPC.

Essential:

- Significant experience in the strategic development of information or customer services to the benefit of the business and customer.
- A minimum of 5 years' experience of management in an area/s of helpline, digital or face-to-face customer services to meet high quality standards and performance targets.
- Demonstrated ability to identify and implement changes to teams and processes, ensuring the most efficient use of organisational resources to deliver improvements in outcomes.
- Experience managing external suppliers to deliver large-scale programmes and/ or contracts.
- Project management experience.
- Excellent communication, networking and influencing skills, as required to deliver at a senior level.
- The ability to lead, develop, mentor and support staff and the ability to generate strong team morale and participation.
- Proven experience of dealing with multiple demands and competing priorities and meeting tight deadlines.

Desirable:

- Experience and expertise in the procurement of external suppliers to deliver large-scale programmes and/ or contracts to meet public sector requirements.
- Project management experience and qualification.
- Knowledge of consumer rights, product safety competition law or retail financial services.
- Experience of running cross-divisional projects or coordination across an organisation.

Application Process:

To apply for this role using the link on the CCPC [careers page](#), applicants must submit a cover letter (2-page max) and CV which together clearly demonstrate how the candidate meets the criteria and identify where their experience is particularly relevant to the responsibilities of the post.

Shortlisting:

Shortlisting of candidates will be based on the information provided in their application. In order to satisfy the shortlisting panel, you need to clearly highlight within your application how your skills and experience meet the essential criteria. If this is not clearly displayed, it may prevent your application progressing to the shortlisting stage.

Interview Process:

There will be two interviews for this role that are likely to take place in mid to late October. During the first-round interview, the CCPC will conduct competency style interviews based on the Assistant Principal Higher [competencies](#) below:

- 1) Strategic Awareness
- 2) Leading People
- 3) Persuasive Communication
- 4) Decision Making
- 5) Resilience
- 6) Results Orientation

Full details of these competencies can be found in the FAQ section on the [CCPC careers page](#)

The second-round interview will involve an assessment using practical methods such as presentation skills, writing assignments or role play.

To find out more about what it is like to work in the CCPC, FAQ's, terms and conditions and the benefits on offer, please visit our [CCPC careers page](#)