



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

Candidate Information Booklet

Job Title: Media Communications Manager
Grade: Higher Executive Officer (HEO)
Closing date: 12 noon, Monday 10th February 2025



General Information:

Job Title:	Media Communications Manager x 2 Role 1: Full-time permanent Role 2: Specified purpose (maternity cover) with responsibility for internal communications
Grade:	Higher Executive Officer (HEO)
Starting Salary:	* €57,122 *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:	<p>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.</p> <p>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.</p>
Closing Date:	12.00 pm, Monday 10 th February 2025
Annual Leave:	29 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 promotes public awareness and understanding of the role of the CCPC. We empower consumers with information and education on consumer rights, personal finance, competition law and product safety. Our tools include our website, helpline, social media accounts, marketing campaigns, public relations, stakeholder engagement and education programmes. We also engage with the business community and other stakeholders through our information, advocacy and compliance activities.

Our Communications Division has as a three-pillar structure with each pillar led by a Deputy Director at Assistant Principal Higher grade.

The three pillars are:

Pillar 1: Media Relations, Marketing and Stakeholder Engagement

Pillar 2: Consumer Information and Engagement, which includes our website and helpline units

Pillar 3: Financial Education

The Role:

The CCPC is seeking to recruit a Media Communications Manager to work in our Corporate Communications and Stakeholder Engagement Unit. This team is responsible for delivering corporate communications for CCPC enforcement, advocacy and research activities; media queries; public affairs including preparations for media interviews and appearances at Oireachtas committees; stakeholder engagement; event management; internal communications; and the delivery of regular consumer information and personal finance public awareness campaigns.

The Corporate and Stakeholder Communications Unit comprises of four Managers, three Communications Executives and a Head of Unit, and all team members are adept at supporting the delivery of the Unit's wide-ranging remit and responsibilities.

Reporting to the Head of Unit, the role requires an experienced and talented individual with excellent writing and story-telling skills. They must be proficient at reviewing complex and technical material and distilling it into concise, easy to understand content, suitable for a wide range of stakeholders including media, political and the general public. The individual will have previously worked in a busy press office or public relations agency, and be comfortable managing multiple concurrent projects, working across different subject areas and deadlines, while using strong interpersonal skills to build constructive relationships with a diverse range of stakeholders, both internally and externally.

The Successful Candidate:

The successful candidate will be a self-motivated, creative and results-driven PR and media communications professional, with a passion for strategic communications, experienced in developing and translating integrated communications strategies into deliverable, consumer focussed campaigns across a broad range of topics.

They will be adept at executing successful PR and media campaigns with a proven track record in establishing and maintaining strong relationships with a wide range of stakeholders, ensuring meaningful communications, activities and strategic objectives are communicated.

The candidate will be an energetic and hard-working team player with an eye for detail and the ability to work to tight deadlines. They will possess strong time management and organisational skills and will be proficient at managing multiple projects and prioritising tasks effectively. They will thrive in a collaborative and fast-paced environment with the ability to manage people and complex stakeholder issues proactively.

Their exceptional copywriting and storytelling skills will allow them to produce a variety of communications outputs and enable them to review complex materials and distil them into clear, engaging content suitable for diverse stakeholders. Their work will assist the team in supporting the divisional mission and objectives while contributing to the CCPC's overarching strategic goals.

Key Responsibilities:

The roles will focus primarily on content creation, corporate and consumer media and PR, including but not limited to the following:

- Review complex and technical material and distil it into concise, easily understood content suitable for media, business, political and public stakeholders.
- Create a range of compelling communications outputs including press releases, stakeholder communications, briefing documents, executive summaries and website news stories.
- Draft timely, accurate and approved responses to media queries, ensuring advocacy and consumer awareness messaging is included where appropriate. This may include, on occasion, providing out of hours support to ensure media deadlines are met.
- Support the planning and implementation of a calendar of proactive, non-paid PR activity on consumer rights topics to complement paid consumer awareness campaigns and amplify priority CCPC messages for consumers and build the CCPC profile.
- Develop media and communications strategies and campaigns to communicate organisational outputs for non-paid media partnerships including consumer awareness, mergers and enforcement activities.
- Monitor the media environment and support media relations activities, including identifying media opportunities, developing relationships with journalists and selling into national and regional media, and managing arrangements for interviews.
- Support the Commission and senior leadership team to prepare for media and hi-visibility engagements and appearances at Oireachtas Committees relating to consumer rights, competition and enforcement, ensuring the continual development and delivery of up-to-date messaging, advocacy and briefing materials.
- Work closely with other teams across the Communications Division to ensure our communications messaging, campaigns and approaches are aligned and fully integrated.
- Act as a brand ambassador, leading colleagues to ensure all digital collateral helps to build our brand and deliver against objectives.
- Monitor CCPC press activity against KPI targets, providing post-campaign analysis and lessons learned using media monitoring, media distribution and stakeholder management tools.
- Provide weekly reporting to the Head of Corporate Communications and Stakeholder Engagement on achievement against KPIs and priorities.
- Stay up to date with communications industry best practice and developments.
- Contribute to the development and achievement of the CCPC's strategic goals and divisional objectives, participating in cross-divisional projects as required.
- Carry out such other functions as may be required from time to time to fulfil business objectives.

Specified purpose role responsibilities only

- Lead the implementation of the CCPC's internal communications framework.
- Develop and deliver compelling communications and campaigns to drive awareness and engagement amongst colleagues.
- Work closely with HR to develop and deliver change communications plans, supporting the successful delivery of strategic change programmes across the CCPC.
- Plan and manage internal events, including hosting online and in-person events, town hall meetings and conferences.
- Develop and deliver presentations on behalf of the internal communications function.

Essential:

- Minimum of four years' relevant experience in public relations and media communications, either in-house or agency, with existing connections in national and/or regional media.
- Excellent copy writing and storytelling skills with the ability to cut through complexity to find the big picture story and translate complex concepts into easy-to-understand content.
- Proven ability to write succinct, corporate and consumer press releases at pace.
- A good understanding of national and regional press scheduling.
- Ability to manage multiple projects simultaneously and prioritise requests from multiple stakeholders, identifying what is urgent and responding accordingly.
- Strong time management skills and ability to work to tight deadlines under pressure.
- Ability to build consensus across the organisation and work as part of a growing team.
- Proven ability to multitask and manage competing deadlines, including the ability to progress work on own initiative.
- Excellent organisational skills with very strong attention to detail.
- Strong interpersonal skills and a collaborative attitude.

Desirable:

- A third level qualification in a relevant discipline.
- A strong interest in or experience of public affairs and consumer rights.
- Good understanding of the Irish business and consumer media landscape.
- Experience of working with, or an interest in, public service.
- Knowledge of consumer affairs and competition.
- Experience of effective line and budget management.

Application Process:

To apply for this role using the link on the CCPC [careers page](#), please submit an up-to-date CV and a one-page cover letter outlining why you wish to be considered for the role and why you believe your skills and experience meet the essential requirements of the role. Applicants should note that canvassing will result in your exclusion from the process.

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:

It is envisaged that this process will consist of one interview which is likely to be held at the end of February 2025 and will include a presentation or written exercise. During the interview, the CCPC will conduct competency style interviews based on the Higher Executive Officer [competencies](#) below:

- 1) Team Leadership
- 2) Judgement., Analysis and Decision Making
- 3) Management and Delivery of Results
- 4) Interpersonal and Communication Skills
- 5) Drive and Commitment
- 6) Specialist knowledge

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

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](#)