



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

**Candidate Information Booklet**

**Job Title:** Digital Content Development Manager  
**Grade:** Higher Executive Officer (HEO)  
**Closing date:** 12 noon, Monday, 3rd March



## General Information:

<b>Job Title:</b>	Digital Content Development Manager
<b>Grade:</b>	Higher Executive Officer (HEO)
<b>Starting Salary:</b>	* <a href="#">€57,122</a> *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.
<b>Employing Authority:</b>	Competition and Consumer Protection Commission (CCPC)
<b>Office Location:</b>	Bloom House, Railway Street, Dublin 1, D01 C576
<b>Working Hours:</b>	35 hours per week
<b>Hybrid / Agile / Remote Working:</b>	<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>
<b>Closing Date:</b>	12.00 pm, Monday, 3rd March
<b>Annual Leave:</b>	29 days
<b>Tenure:</b>	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](http://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](mailto: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

**Website Unit** (within Pillar 2: Consumer Information and Engagement, Website Unit)

The Website Unit is responsible for all aspects of website and website application development and management (including cookie consent, accessibility and analytics), content production and publishing via the content management system, website agency management and the management of the subscription database and issue of the monthly CCPC newsletter. In addition to the overall CCPC.ie website, the Unit is responsible for the day-to-day management and future development of the Money Tools web application – a suite of calculator and comparison tools, which is a key driver of CCPC website traffic.

The Website Unit is comprised of four Higher Executive Officers (of which this role is one), three Executive Officers and a Head of Unit.

## **The Role:**

The CCPC is seeking to recruit a Digital Content Development Manager to work in our Website Unit. Reporting to the Head of Unit, the Digital Content Development Manager role is critical to the delivery of a new CCPC website and transforming the approach to digital content production and management.

The over-arching ambition for this role is to deliver an excellent new website and website content, focused on user experience and growing the new website organic traffic via best-in-class content and SEO, increase website visitor engagement through the quality, utility and accessibility of content, and establish metrics to measure and manage this.

The focus will be the overall management, production and delivery of new content for the new website, working with internal CCPC stakeholders, and using new features in the content management system, to deliver an excellent website user experience, with quick, clear, easy and engaging information for all website visitors. A Digital Content Executive, at Executive Officer level, will support and report into this role.

## **The Successful Candidate:**

The successful candidate will be an experienced and motivated digital content manager. They will have excellent written communication and verbal reasoning skills, proven experience in website publishing, SEO and accessibility standards, project and agency management skills, and have a passion for and experience in producing great digital content in all its formats.

They must be proficient in Word Press and ideally other market leading content management systems and features such as chatbots etc. They will have experience and knowledge of how to apply good information architecture, optimal Search Engine Optimisation (SEO) and web accessibility standards for content production and publishing. They will be very strong on accuracy of information, attention to detail and following content approval process. The candidate will have proven project management, strong organisational skills and interpersonal skills for cross functional project work and agency management.

The candidate will have previously worked in a busy digital content team, be it for a public information, communications and/or marketing division (public or private sector) and will have had responsibility for managing a lead website and content management system(s), and one or more direct reports, on a day-to-day basis.

## **Key Responsibilities:**

The role will primarily focus on content creation for the new website and will be supported by a Digital Content Executive.

- Lead, supported by the Digital Content Executive, the comprehensive audit of the current content and outbound links on the CCPC.ie website and ensure all content for the Consumer and Business sections has been covered.
- Working with the Head of Unit and web agency, deliver the over-arching website information architecture, content and SEO strategy and plan for the phase one launch of the new website in Q 1 2026 and the roadmap for subsequent content releases in 2026. From this develop and deliver:
  - The prioritised list of the content to be edited and reformatted from the existing site for the phase one launch of the new website in Q1 2026
  - The prioritised list of fresh new content to be produced in 2025, for the phase one launch of the new website in Q1 2026, and subsequent content releases in 2026
- Working with the Head of Unit, prepare and lead the briefing to 3rd party content producers, working in collaboration with relevant CCPC teams as required, and oversee the successful production and delivery of the priority new content formats for the new website launch in Q 1 2026.
- Working closely with the Head of Unit, the Contacts Team and the Pillar 2: Consumer Information Deputy Director, lead the production of short and accurate content for the Consumer Rights and How to Complain sections of the website, with a view to application across a new suite of FAQ and chatbot tools on the new content management system, to ensure quick and easy delivery of known FAQ information to consumers.
- Formulate a robust and efficient content approval process with internal CCPC subject matter experts, for the existing and new website.
- Manage and develop the Digital Content Executive to achieve their new website projects and goals.
- Monitor and analyse content performance metrics, such as website traffic, organic and paid traffic proportions, engagement rates and conversions, and make data-driven recommendations.
- Ensure compliance of all content deliverables with the CCPC brand and tone of voice as contained in our brand and style guidelines and website style guide.
- If required, publish and update content to the existing CCPC website

## **Essential:**

- Minimum of four years' relevant experience in website management
- High degree of proficiency and experience with the Word Press content management system, and other market leading content management systems
- High degree of proficiency and experience in SEO, accessibility standards and digital content creation
- Excellent written communication and copy writing skills, using plain English (creation, editing and proofing of website copy and content)
- Previous experience with website FAQs and chatbots
- Previous experience in producing digital content in multi-media formats (audio-visual, graphics etc)
- Strong interpersonal skills and cross-functional work
- Proven project management delivery

### **Desirable:**

- A third level qualification in a relevant discipline
- A strong interest in public affairs and consumer rights
- A plain English certification
- Previous people management experience
- Experience using Adobe, Canva, Figma or other content/web design software

### **Application Process:**

To apply for this role using the link on the CCPC [careers page](#), please submit 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, along with an up-to-date CV.

### **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 mid- March 2025 and will include a written exercise to be completed before the interview. 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, Expertise and Self Development

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](#)