



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

Candidate Information Booklet

Job Title: Digital Content Executive
Grade: Executive Officer (EO)
Closing date: 12 noon, Thursday, 6th March 2025



General Information:

Job Title:	Digital Content Executive
Grade:	Executive Officer (EO)
Starting Salary:	<u>*€36,544</u> *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, Thursday, 6th March 2025
Annual Leave:	23 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

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

The Website Unit, part of pillar 2, 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 Role:

The CCPC is seeking to recruit a Digital Content Executive to work in the Website Unit. The Website Unit is comprised of four Higher Executive Officers (HEO), three Executive Officers (EO), of which this role is one, and a Head of Unit.

This role is an exciting opportunity for a Digital Content Executive looking to increase their digital experience, skills and knowledge, primarily in website and digital content production, and to make their mark on a major new website redevelopment project for CCPC. The role reports to the Digital Content Development Manager (HEO).

The Successful Candidate:

The successful candidate will be an enthusiastic and hard-working Digital Content Executive and team player. They will have experience of Word Press and ideally other content management systems and be proficient in publishing website content for optimal Search Engine Optimisation (SEO) and accessibility standards.

They will have strong written communication skills with a high attention to detail and accuracy. They will be comfortable managing large quantities of content, documents and a content approval process. The candidate will have strong organisational skills and be able to manage their workload and meet deadlines. They should have good interpersonal skills and enjoy cross-functional work.

The candidate will ideally have previously worked in a busy digital content team for a Communications and/or Marketing division and will have had responsibility for publishing content on a day-to-day basis.

Key Responsibilities:

- Working closely with and reporting to the Digital Content Development Manager, deliver a comprehensive audit of the current content and outbound links on the CCPC.ie website.
- Working closely with and reporting to the Digital Content Development Manager and following the approved new website information architecture, content and SEO plan, assist in the delivery of:
 - 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
- Prepare and publish the new content for the new website content management system, and ensure approvals have been secured as per the agreed process, before website launch
- Deliver and manage a single content repository for website assets for the Web Team and Communications Team, where content across all formats (written, photography, logos, videos etc), can be saved and accessed, with usage licenses and guidelines.
- Working closely with the Head of Unit, the Digital Content Development Manager and the HR and Corporate Communications teams, deliver the content for a new Careers section of the new website and a new Media centre-
- 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.
- Publish and update content on the existing website as required in 2025.

Essential:

- A minimum of two years' relevant experience in website management
- Proficiency and experience with Word Press and other market leading content management systems
- Experience in SEO, publishing and digital content creation
- Excellent written communication and copy writing skills, using plain English (creation, editing and proofing of website copy and content)
- Strong interpersonal skills

Desirable:

- Relevant third level qualification
- Previous experience with FAQs and chatbots to deliver fast self-service support for website visitors
- A plain English certification
- 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.. 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 mid – March 2025 and will include a written exercise. During the interview, the CCPC will conduct competency style interviews based on the Executive Officer [competencies](#) below:

- 1) Teamwork
- 2) Analysis and Decision Making
- 3) 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](#)