

## **JOB SPECIFICATION**

<b>Title of Position:</b>	<b>Head of Communications</b>
<b>Reporting to:</b>	Director of Communications, Strategy and Governance
<b>Employer:</b>	Injuries Resolution Board
<b>Grade:</b>	Assistant Principal Officer
<b>Tenure:</b>	Permanent
<b>Location:</b>	Tallaght, Dublin 24, Blended working available

### **Overview**

The Injuries Resolution Board formally the Personal Injuries Assessment Board (PIAB) was established in 2004 and is an independent State body established to support the fair, prompt, and transparent resolution of personal injuries claims without the need for unnecessary litigation. Through our impartial and independent Assessment and Mediation services we resolve claims in respect of personal injuries suffered by people in motor, workplace, public liability accidents as well as handling Garda compensation claims. Approximately 20,000 - 30,000 claim applications are made to the organisation every year. The Board is a self-funded organisation, uses the same Guidelines as the Courts to determine compensation, but is impartial, independent and non-adversarial and significantly faster than litigation, benefiting claimants, respondents and society. The Injuries Resolution Board is also a key pillar in contributing to insurance reform and as well as providing mediation and assessment services, the organisation also conducts and commissions research on personal injuries to help contribute to reform and greater transparency in this area.

Insurance reform is a key priority for the government, and the Injuries Resolution Board has been embarking on a significant change and transformation programme to enable more claims to be resolved. Our remit has recently been extended to include mediation as a service and the research function, leading to broader and more diverse functions for the organisation, which provide us with a major opportunity to build on our successes and improve our services, contributing to a more competitive, stable and consumer-friendly insurance environment in Ireland. This has also led to us

recently changing our name from the Personal Injuries Assessment Board to the Injuries Resolution Board.

## **The Role**

This is an exciting opportunity to bring your existing skills to new challenges and contribute to the Injuries Resolution Board during a significant period of growth and change. As Head of Communications, you will lead the organisation in developing a strong communications function that builds an awareness and trust in our services. You will have responsibility for Communications and Public Affairs ensuring that the organisation communicates effectively with the public and its key stakeholders to deliver its overall objectives.

As we are a transforming organisation you will be expected to manage and shape new structures and systems, maintain strong working relationships with the Senior Leadership Team, and relevant government Departments and other key Stakeholder groups in the Insurance, Business and consumer/ claimant sectors.

## **Key Elements of the Role**

As Head of Communications you will lead on the development of the Injuries Resolution Board's overall communications strategy and manage its day-to-day operational delivery. You will be responsible for producing consistent, compelling communications activities and collateral for internal and external stakeholders and for driving measurable results.

Reporting to the Director of Communications, Strategy and Governance (Principal Officer), and working closely with the Chief Executive, the Head of Communications will lead on the development, implementation and delivery of a multichannel communications strategy to raise awareness of the Injuries Resolution Board's services and inform wider stakeholders, the media and the public of our role, objectives and progress. This will include the successful delivery of advertising campaigns, development of a new website, and developing appropriate working relationships with the breadth of stakeholders which the organisation engages with and ensuring that there are appropriate structures for proactive engagement throughout the organisation.

## **Key Duties**

- Working with the Director, develop and implement a strategy for communications and engagement that raises awareness of our services, with a particular focus on our new name and new services
- Manage the delivery of advertising and public information and awareness campaigns
- Develop and ensure we have an effective strategy for use of social media to promote and communicate the work of the Board
- Manage delivery of a new website, including the development of appropriate digital content such as explanatory videos that can be used across our channels, user experience and design optimisation projects and monitoring and reporting on analytics to continually improve customer experience
- Ensure that the services of Injuries Resolution Board are accessible to all people with and without disabilities and to manage the Board's responsibilities under Part 3 (Sections 26, 27 and 28) of the Disability Act 2005 and the National Disability Authority's Code of practice on accessibility of public services and information provided by public organisations.
- To ensure compliance with the Injuries Resolution Board's performance of its obligations under the Official Languages legislation
- Lead on search engine optimisation
- Oversee Media relations, preparation of press releases, ensuring appropriate response to media queries, development of briefing and speaking points for CEO or other members of the Senior Leadership Team
- Manage publication and promotion of Annual reports, research reports etc
- Manage the creation of communication assets including imagery, video, infographic, audio, digital designs and presentations
- Embed new Brand within the organisation and with our external stakeholders
- Manage internal communications across the organisation to ensure staff are informed and support a positive working environment and culture
- Work with overall team to build and maintain effective relationships with stakeholders to ensure we can learn from others and also promote our services
- Manage and work with External Delivery Partners
- Manage team to ensure effective delivery of the business plan objectives
- Work with other members of Communications, Strategy and Governance Directorate, or other teams to deliver strategic project and to support overall organisation objectives
- The Head of Communications may also have responsibility for other activities in the organisation such as Freedom of Information (FOI)

In addition to the above, the Head of Communications, will be a part of the Management Team, and will support the Chief Executive, Directors and Managers in maintaining and developing a high performance, innovative and proactive organisation.

***The above is not intended to be a comprehensive list of all duties involved and consequently, the post holder may be required to perform other duties as appropriate to the post which may be assigned to him/her from time to time and to contribute to the development of the post while in office.***

### Person Specification

- A proven record of achievement at senior level in the public or private sector that demonstrates the vision, leadership and management skills necessary for the role.
- A proven track record of delivering significant and successful change in complex and dynamic operating environments.
- A communications leader who is capable of developing and leading the communication strategy for the organisation, identifying and developing opportunities to build the public profile of the organisation and its associated responsibilities under the legislation, and establishing strong, tailored and specific communications plans across businesses focused on effective communication.
- Actively seeks and builds exceptional relationships with key internal and external stakeholders, industry, business and public bodies to influence the communication and events agenda and to promote the services of the organisation.
- Excellent interpersonal and oral communications skills and proven ability to work effectively with teams across diverse projects.
- Experience of project management including developing and delivering against plans, managing budgets, risks and issues along the way
- Experience of managing high profile communications strategy and leading public information campaigns
- Experience in managing public relations/ public affairs/ communications for an organisation either in house or with an agency
- Experience of dealing with the media
- Proven ability to develop and deliver communications activities across a range of traditional and newer channels, including social media.

- The ability to draft high-quality written content covering complex and technical topics which is understandable for a variety of audiences.
- Experience of Managing internal and External teams
- A strong team player with the ability to build trusted relationships internally and externally.
- Strong Microsoft Office skills
- Delivery Focus, flexibility to work cross functionally, and a hands-on attitude as appropriate to an organisation of our size
- An understanding, or the ability to acquire an understanding, of the Injuries Resolution Board's range of responsibilities and Knowledge of Government's Action Plan for Insurance Reform and be familiar with current policy issues and trends in Insurance, particularly in the field of personal injury claims management

### **Skills and Experience**

A minimum of 5 years' experience in a role with relevant experience in the communications, or policy area.

A level 8 degree or equivalent in a relevant discipline

### **Core Competency areas.**

- Leadership
- Analysis & Decision making
- Management & Delivery of Results
- Relevant Specialist knowledge, Expertise & Self-development
- Interpersonal & Communications skills
- Drive & commitment to the Public Service Values

Please see Appendix One for further detail on these competencies

As well as a rewarding and satisfying career, some of the benefits of working in the Injuries Resolution Board include:

- Competitive salary, with yearly increments for satisfactory performance
- Public Sector pension
- 30 days of annual leave per year

- Flexible working, with a commitment to work-life balance and a family-friendly workplace
- Learning and development opportunities
- Paid Maternity Leave
- Paid Paternity Leave
- Paid Sick Leave
- 24/7 Employee Assistance Programme
- Wellness events, talks & supports.
- People-focused policies to support all life stages.
- Secure on-site bicycle parking & Cycle to Work Scheme
- Tax Saver Travel Pass
- The offices are also on the Red Luas line and many Dublin Bus Routes
- Injuries Resolution Board have Blended Working guidelines in place and successful candidates will be able to apply for Blended working.

The Injuries Resolution Board appreciate the value that diversity brings, and 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 all staff have equal access to opportunity and feel comfortable and confident to be themselves at work. That is why we actively welcome applications from people from all backgrounds, and do not discriminate based on gender, age, race, religion, marital status, sexual orientation, disability, membership of the Travelling community, or family status. The Injuries Resolution Board is committed to having an inclusive workplace where every employee feels they belong. Reasonable accommodations will be provided to candidates, if required during the recruitment process. To discuss and request reasonable accommodations in confidence please contact Injuries Resolution Board Disability Liaison Officer [ian.head@piab.ie](mailto:ian.head@piab.ie)

### **Citizenship Requirements**

Eligible candidates must be:

- A citizen of the European Economic Area (EEA). The EEA consists of the Member States of the European Union, Iceland, Liechtenstein, and Norway; or
- A citizen of the United Kingdom (UK); or
- A citizen of Switzerland pursuant to the agreement between the EU and Switzerland on the free movement of persons; or
- A non-EEA citizen who has a stamp 4 visa, or
- 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

- 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 meet one of the citizenship criteria above by the date of any job offer.**

## PRINCIPAL CONDITIONS OF SERVICE

### Tenure

The role graded at Assistant Principal Officer is a full-time permanent position.

### Salary scale

Starting pay will be at the first point of Assistant Principal Officer scale unless pay on promotion rules apply. This rate applies to new entrants and will also apply to existing civil or public servants appointed on or after 6<sup>th</sup> April 1995 and is required to make a personal pension contribution.

### ASSITANT PRINCIPAL SCALE (PPC) (January 2024)

Point 1	Point 2	Point 3	Point 4	Point 5	Point 6	LSI 1	LSI 2
€77,528	€80,383	€83,278	€86,182	€89,082	€90,754	€93,680 <sup>1</sup>	€96,617 <sup>2</sup>

The PPC pay rate applies when the individual is required to pay a Personal Pension Contribution (otherwise known as a main scheme contribution) in accordance with the rules of their main/personal superannuation scheme. This is different to a contribution in respect of membership of a Spouses' and Children's scheme, or the Additional Superannuation Contributions (ASC).

A different rate will apply where the appointee is not required to make a Personal Pension Contribution.

Long service increments may be payable after 3(LSI1) years satisfactory service at the maximum of the scale.

### **Important Note:**

Entry will be at the minimum of the scale and the rate of remuneration will not be subject to negotiation and may be adjusted from time to time in line with Government pay policy.

Different terms and conditions may apply if you are a currently serving civil or public servant. Subject to satisfactory performance, increments may be payable in line with current Government Policy.

**Blended Working** – Candidates will be able to apply for Blended Working arrangements. The current arrangement in Injuries Resolution Board is that staff attend 60% of their working week in our office in Tallaght, staff can apply to work remotely two days per week.

### **Hours of attendance**

Hours of attendance will be fixed from time to time but will amount to not less than 35 hours net (excluding lunch) per week. The successful candidate will be required to work such additional hours from time to time as may be reasonable and necessary for the proper performance of their duties subject to the limits set down in the working time regulations. Candidates should note that hours of attendance may be adjusted from time to time in line with Government policy.

### **Annual Leave**

The annual leave allowance for the position of Assistant Principal Officer is 30 days. This allowance is subject to the usual conditions regarding the granting of annual leave and is exclusive of the usual public holidays. Injuries Resolution Board's annual leave year is the calendar year.

### **Superannuation and Retirement**

The successful candidate will be offered the appropriate superannuation terms and conditions as prevailing in Injuries Resolution Board at the time of being offered an appointment. In general, an appointee who has never worked in the Public Service will be offered appointment based on membership of the Single Public Service Pension Scheme ("Single Scheme"). Full details of the Scheme are at [www.singlepensionscheme.gov.ie](http://www.singlepensionscheme.gov.ie).

Where the appointee has worked in a pensionable (non-Single Scheme terms) public service job in the 26 weeks prior to appointment or is currently on a career break or special leave with/without pay different terms may apply. The pension entitlement of such appointees will be established in the context of their public service employment history.



Key provisions attaching to membership of the Single Scheme are as follows:

- Pensionable Age: The minimum age at which pension is payable is the same as the age of eligibility for the State Pension, currently 66.
- Retirement Age: Scheme members must retire on reaching the age of 70.
- Career average earnings are used to calculate benefits (a pension and lump sum amount accrue each year and are up-rated each year by reference to CPI).
- Post retirement pension increases are linked to CPI.

### **Sick Leave**

Pay during properly certified sick absence, provided there is no evidence of permanent disability for service, will apply on a pro-rata basis, in accordance with the provisions of the Public Service Sick Leave Scheme.

A candidate for and any person holding the office must be fully competent and capable of undertaking the duties attached to the office and be in a state of health such as would indicate a reasonable prospect of ability to render regular and efficient service.

### **Health**

A candidate for and any person holding the office must be fully competent and capable of undertaking the duties attached to the office and be in a state of health such as would indicate a reasonable prospect of ability to render regular and efficient service

**The above represents the principal conditions of service and is not intended to be the comprehensive list of all terms and conditions of employment which will be set out in the employment contract to be agreed with the successful candidate.**

## **COMPETITION PROCESS**

### **How to Apply**

Applications must be made by submitting a completed application form to Injuries Resolution Board which will consist of:

- A comprehensive Curriculum Vitae, including an organisational chart (See CV Guidance note-Appendix 2)
- The 'Key Achievements Form'
- A short cover letter/ personal statement (i.e., no more than 1500 words) outlining why you wish to be considered for the post and where you believe your skills, experience and values meet the requirements of the position.

### **Closing Date 4pm on Tuesday, 7<sup>th</sup> May 2024**

The **selection process** may include any or all the following:

- Shortlisting of candidates, based on the information contained in their application.
- A competitive interview, the indicative date for which is late May 2024
- A second competitive interview which may include a presentation
- Medical to determine any person holding the office is fully competent and capable of undertaking the duties attached to the office and is in a state of health such as would indicate a reasonable prospect of ability to render regular and efficient service.
- Reference Check.

### **Shortlisting**

The number of applications received for a position generally exceeds that required to fill the position. While a candidate may meet the eligibility requirements of the competition, if the numbers applying for the position are such that it would not be practical to interview everyone, we may decide that a smaller number will be called to the next stage of the selection process. In this respect, a shortlisting process to select a group, based on an examination of Applications, appear to be the most suitable for the position will be utilised. This is not to suggest that other candidates are necessarily unsuitable or incapable of undertaking the job, rather that there are some candidates, who based on their application, appear to be better qualified and/or have more relevant experience. An expert panel will examine the Applications against agreed shortlisting criteria based on the requirements of the position. The shortlisting criteria may include both the essential and desirable criteria specified for the position. It is therefore in your own interest to provide a detailed and accurate account of your qualifications/ experience in your application.

## Candidates with Disabilities

Injuries Resolution Board is an equal opportunities employer and strive to create a work environment which is equitable, diverse, and inclusive. We aim to increase the recruitment and retention of persons with disabilities, supporting employees to feel comfortable sharing their disability status. If you have a disability or need reasonable accommodations made during the selection process, we strongly encourage you to share this with us so that we can ensure you get the support you need. Reasonable accommodation in our selection process refers to adjustments and practical changes which would enable a disabled candidate to have an equal opportunity for this competition. Examples of adjustments we provide include the use of assistive technology, extra time, scribes and/or readers or a range of other accommodations.

Please be assured that having a disability or requiring adjustments will not impact on your progress in the selection process; you will not be at a disadvantage if you disclose your disability or requirements to us. Your disability and/or adjustments will be kept entirely confidential.

If you would like to talk about your application or any accommodations that may be of benefit during the recruitment process, please contact Injuries Resolution Board's Access Officer Ian Head [ian.head@piab.ie](mailto:ian.head@piab.ie) or Human Resources Managers Ríona Hegarty [riona.hegarty@piab.ie](mailto:riona.hegarty@piab.ie) .

## Confidentiality

Subject to the provisions of the Freedom of Information Act, 2014 applications will be treated in strict confidence.

## Specific candidate criteria

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. Be fully competent and available to undertake, and fully capable of undertaking, the duties attached to the position.

Candidates must not

- Knowingly or recklessly provide false information
- Canvass any person with or without inducements

- Interfere with or compromise the process in any way
- A third party must not personate a candidate at any stage of the process

**Deeming of candidature to be withdrawn**

Candidates who do not attend for interview or other test when and where required by Injuries Resolution Board, or who do not, when requested, furnish such evidence as required in regard to any matter relevant to their candidature, will have no further claim to consideration.

## Appendix 1 - Competency Framework

### Effective Performance Indicators

<b>ASSISTANT PRINCIPAL</b>
<b>Leadership</b>
<ul style="list-style-type: none"> <li>• Actively contributes to the development of the strategies and policies of Injuries Resolution Board</li> <li>• Brings a focus and drive to building and sustaining high levels of performance, addressing any performance issues as they arise</li> <li>• Leads and maximises the contribution of the team as a whole</li> <li>• Clearly defines objectives and goals and delegates effectively, encouraging ownership and responsibility for tasks</li> <li>• Develops the capability of others through feedback, coaching and creating opportunities for skills development</li> <li>• Identifies and takes opportunities to exploit new and innovative service delivery channels</li> </ul>
<b>Analysis &amp; Decision Making</b>
<ul style="list-style-type: none"> <li>• Researches issues thoroughly, consulting appropriately to gather all information needed on an issue</li> <li>• Understands complex issues quickly, accurately absorbing and evaluating data</li> <li>• Integrates diverse strands of information, identifying inter-relationships and linkages</li> <li>• Makes clear, timely and well-grounded decisions on important issues</li> <li>• Considers the wider implications of decisions on a range of stakeholders</li> <li>• Takes a firm position on issues s/he considers important</li> </ul>
<b>Management &amp; Delivery of Results</b>

- Takes responsibility for challenging tasks and delivers on time and to a high standard
- Plans and prioritises work in terms of importance, timescales and other resource constraints, re-prioritising in light of changing circumstances
- Ensures quality and efficient customer service is central to the work of the division
- Looks critically at issues to see how things can be done better
- Ensures controls and performance measures are in place to deliver efficient and high value services
- Effectively manages multiple projects

#### **Building Relationships and Communication**

- Ability to develop and lead the communications strategy for the organisation
- Ability to develop relationships with key internal and external stakeholders and to promote the services of the organisation.
- Ability to manage, or expertise in managing the public relations/public affairs/communications for an organisation either in house or with an agency
- Ability to manage, or expertise in managing media relations including the drafting of high-quality written content for dispersal through various media channels and through the organisations website
- Promotes teamwork within the section, but also works effectively on projects across
- Maintains poise and control when working to influence others
- Instils a strong focus on Customer Service in his/her area
- Develops and maintains a network of contacts to facilitate problem solving or information sharing
- Engages effectively with a range of stakeholders, including members of the public, Public Service Colleagues and the political system

#### **Drive and Commitment**

- Is self-motivated and shows a desire to continuously perform at a high level

- Is personally honest and trustworthy and can be relied upon
- Ensures the citizen is at the heart of all services provided
- Through leading by example, fosters the highest standards of ethics and integrity

### **Specialist Knowledge, Expertise and Self Development**

- Experience and expertise in managing communications public relations/ public affairs/ for an organisation either in house or with an agency
- Has a breadth and depth of knowledge of managing stakeholders and is sensitive to wider political and organisational priorities
- Has an understanding, or the ability to acquire an understanding, of the Injuries Resolution Board's range of responsibilities and Knowledge of Government's Action Plan for Insurance Reform and be familiar with current policy issues and trends in Insurance, particularly in the field of personal injury claims management
- Proven Continuous Personal Development in new and developing technologies in so far as they relate to communication platforms and channels (e.g. website, social media)
- Has clear understanding of targets of self and the team and how they fit into the work of the Organisation
- Is focused on self-development, seeking feedback and opportunities for growth to help carry out the specific requirements of the role

## Appendix 2 – CV Guidance

Your CV should be no longer than **4 pages** in length and should clearly state your relevant achievements and experience in your career to date.

A sample CV is attached below for reference. Please note this is only a guidance note and does not intend to prescribe what format is required.

Your CV and accompanying document will be used for shortlisting.. It is therefore in your own interest to ensure your CV clearly and accurately reflects **your track record of achievement in areas such as people, change and budget management** as well as your track record in **delivering on key strategic projects**.

Your career history is best presented in reverse chronological order **so that the most recent roles appear first**. Please ensure you cover the last 10-15 years' work experience or last 3 or 4 roles in some level of detail depending on what you have done. For each position, please ensure you clearly indicate your **Management Level**, the **Budget** you were responsible for and the **Number of Staff** reporting to you. You are also asked to include an indication of your current or most recent **salary** package or level, to include, salary, bonus, benefits, allowances and any other entitlements you receive.

Positions held more than 15 years ago require only a summary description.

*Education Details:* Please specify status of award if not complete. Should you come under consideration for appointment, you may be required to provide evidence of any qualifications awarded.

At the end you may want to briefly note other achievements that you feel may be relevant to the particular role, for example - other roles you may hold (e.g., Board Member); Key Presentations; Language Skills (including level of fluency); Industry/sectoral recognitions; Publications etc.

A short guidance note on presenting a current / recent Organisational chart is also included below.

### **Guidance Note on the Organisation Chart**

We would appreciate it if you would forward a copy of an organisation chart indicating your current (or most recent) position within the Senior Management team in your organisation/company.

There is no fixed requirement here in terms of format, and we will accept whatever format is convenient for yourself (e.g. an existing published chart from your organisations website/annual report), but we would emphasise that the selection panel have requested this to help them understand **your level** within your current / most recent organisation and **your positioning relative to other senior managers**. If you are within a complex organisational / business structure, please do your best to communicate your position within the reporting structure / Business / overall organisational structure.



If you do not have access to a corporate chart you may find the template below useful.

If you are independent or have not been part of an organisation recently, a chart is not necessary.

### Sample Organisation Chart Template



## Sample Curriculum Vitae Layout

**Name:**

**Contact details: ie**

*Address,  
Telephone (landline & mobile)  
email address*

### **Career History:**

Current Position: Job Title Company Dates: *from-to* Salary

- Key Accountabilities
- Key Achievements
- Budget Responsibility
- Number of Staff

Previous Position 1: Job Title Company Dates: *from-to* Salary

- Key Accountabilities
- Key Achievements
- Budget Responsibility
- Number of Staff

### **Education Details:**

- Institution Award (*e.g., BA, MBA etc*) Subject Year Awarded
- .....

### **Other Training:**

- Subject Training Body Year Completed
- .....

### **Professional Memberships etc:**

- Level of Membership Professional Body / Association
- .....

### **Additional Information:**