

Institute of
Public Health



Candidate Information Booklet

Communications Officer

Closing Date for Applications: 5pm Friday 14th May 2021

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The Institute of Public Health in Ireland

The Institute of Public Health (IPH) was established in 1998, with the support of the Chief Medical Officers in Northern Ireland and Ireland, and the aim of promoting cooperation in public health across the island of Ireland with a focus on health inequity and its avoidable impact on society.

Reducing health inequities is important because health is a fundamental human right and its progressive realisation will eliminate inequalities that result from differences in health status (such as disease or disability) in the opportunity to enjoy life and pursue one's life plan. (WHO) <https://bit.ly/2tvxorn>

IPH Purpose

Our purpose is to inform public policy for healthier populations on the island of Ireland.

We do this by undertaking research, evidence review, policy analysis and evaluation; through partnership working, specialist training and public communication.

IPH works for government, policymakers and civil society in Ireland, and Northern Ireland.

Values

Our core values are reflected in how we work with colleagues and engage with others.

- **Excellence**...quality, performance, ambition
- **Respect**... humanity, diversity, courtesy
- **Involvement**...inclusion, partnership, contribution
- **Trust** ...ethical, reliable, consistent
- **Justice** ... fairness, voice, leadership

Role Summary

The Communications Officer role is a permanent position within the IT and Communications team. The successful candidate will be responsible for external communications for the Institute in Ireland and Northern Ireland.

The Communications Officer will support the delivery of the Institute of Public Health Strategic Objectives (2020-2025), and annual business plan agreed by the Board of Directors.

The Communications Officer will report to the IT & Communications Manager.

The role will be based at our Dublin offices, although remote working arrangements are expected to be in place for much of 2021 as advised under Covid-19 arrangements. The successful candidate should be aware that when office based working arrangements resume, they should be in a position to attend work at the Dublin office as required.

Key Duties and Responsibilities

- Manage the implementation of the IPH communication plan which optimises the use of new and traditional media to advance the work of the Institute and enhance knowledge and understanding of the value of public health.
- Promote IPH's work including highlighting specific projects, reports, and events to key stakeholders.
- Edit and develop the IPH website in conjunction with the ICT and Communications Team.
- Write and edit content for the web, bulletin, Twitter, Linked-in, press releases as well as editing briefings and reports and opinion articles.
- Work with the programme team to develop and apply an IPH 'house' style to follow in the production of IPH publications.
- Identify and maximise opportunities to engage with media outlets on public health issues emerging from research and policy development produced by the Institute and its partners
- Represent the organisation at meetings and in the media
- Work with colleagues to ensure consistent and effective representation of the Institute in the media including the managing of media relations.
- Keep up to date with the changing media — including traditional and new media — landscape.
- Network and develop relationships with key media contacts (new and traditional) including developing and managing a database of press and media contracts.
- Liaise with parliamentary staff in support of IPH evidence sessions with Committees in the Northern Ireland Assembly and the Oireachtas.
- Prepare communication reports for the IPH Management Board and Senior Management Team as required.
- Assist in the organisation and promotion of events e.g., exhibitions, conferences, seminars, or similar.
- Act as a brand champion and point of contact for external queries.
- Undertake other duties as may be assigned from time to time and as required under the IPH strategy.

Person Specification

	Essential skills	Desirable criteria
Qualifications	<ul style="list-style-type: none"> A qualification of at least Level 8 on the National Framework of Qualifications in any discipline, or a professional qualification in a Communications related discipline 	<ul style="list-style-type: none"> Experience, working in communications, a press office, public relations, or equivalent field. Knowledge of current trends in digital, print and broadcast platforms and proven ability to deliver communications for an organisation.
Experience	<ul style="list-style-type: none"> A minimum of 2 years' experience working in a communications role. Content creation, editing and management. Media engagement, Social media management. 	<ul style="list-style-type: none"> Working cross-border, or in UK, or European Public Body, NGO, or State organisation. Experience of media management in Ireland and Northern Ireland Knowledge of media aspect of event management.
Skills	<ul style="list-style-type: none"> Excellent oral and written communication skills, including writing for press, radio, and web. Demonstrated ability to work as part of a team and in partnership and collaboration with external stakeholders. Understanding of the media landscape in Ireland and Northern Ireland. 	<ul style="list-style-type: none"> Knowledge translation. Engagement with policy and legislative development in Ireland and Northern Ireland e.g., understanding of local and central government structures, political engagement, committees, etc.

Particulars of Office

The appointment is: Full-time, permanent.

Annual Salary: The salary scale attached to this position is €38,133 - €51,847.

Working Hours: 35 hours per week, excluding breaks.

Location: IPH Dublin office; 700 South Circular Road, Kilmainham, Dublin 8.

Travel Requirements: The Institute has offices located in both Dublin and Belfast, and travel to both cities is routine. Occasional EU and wider UK travel is required. **Please note that these travel requirements are currently restricted to comply with Covid-19 arrangements.**

Annual leave entitlement: 23 days per annum pro rata, rising to 24 days after 5 years of service and 25 days after 10 years of service.

Policies / Legislation: All IPH policies and procedures form an integral part of an employment contract and may be subject to update and revision. Employees are always required to comply with IPH policies and procedures.

Application Process: IPH is an equal opportunities employer and is committed to promoting an environment free from discrimination in accordance with the Employment Equality Acts 1998 to 2015.

All applicants should use this link to submit their application:

<https://instituteofpublichealth.hrpartner.io/jobs>

You will be asked to complete an application form when submitting both your c.v. and cover letter, which also form part of the application process.

Applications must be received by 5pm on the closing date of the competition. Late applications will not be accepted. All applications are treated in strict confidence.

Shortlisting: Shortlisting will be carried out based on information supplied on your application. The criteria for shortlisting are based on the requirements of the post as outlined in the Person Specification. Failure to include information regarding these requirements on your application may result in you not being called forward to the next stage of the recruitment process.

Recruitment stages: Please note that this recruitment process consists of a 4-stage process:

1. A completed application which includes an application form, a cover letter and an up to date c.v. (3 pages max) to be received by the deadline stated.

2. Shortlisted candidates will be invited to attend a practical assessment relating to the role. The assessment is expected to be held online and short-listed candidates will receive confirmation of the date in advance.
3. Following the outcome of the practical assessment, successful candidates will be invited to interview. It is currently anticipated that interviews will be held online.
4. The process continues after the interview and includes right to work validation, clearance checks such as references, Garda clearance (where necessary), validation of qualifications and experience. A job offer will only be made subject to satisfactory clearances and eligibility to work in the Republic of Ireland.

Communication: Please note that you will be contacted mainly by mobile phone and email. It is important that your mobile phone number and email address are correct. It is your responsibility to ensure that you have access to your mobile voice mails and emails. We recommend that you use an email address that you have regular access to.

Disability: Please contact us at any stage of the recruitment process if special arrangements are required.

Declaration: Please read your application carefully and check for any errors or omissions. False declaration or omission in support of your application will disqualify you from appointment.

Application address: <https://instituteofpublichealth.hrpartner.io/jobs>

Application deadline: **Friday 14th May 2021 5pm**

All queries and communication should be directed to: jobs@publichealth.ie