



An tÚdarás Arachas Sláinte  
The Health Insurance Authority

Candidate Information Booklet  
Communications & Media Manager  
Higher Executive Officer

Closing date: 12 noon: Friday 27<sup>th</sup> March 2026

# THE POSITION

<b>Title of position:</b>	<b>Communications &amp; Media Manager – Higher Executive Officer</b>
<b>Office address:</b>	Beaux Lane House, Mercer Street Lower, Saint Peter's, Dublin 2, D02 DH60
<b>Organisation website:</b>	<a href="http://www.hia.ie">www.hia.ie</a>

## THE ORGANISATION

The Health Insurance HIA (the “**HIA**”) is the statutory regulator of the health insurance sector in Ireland. The HIA plays a key role as an independent regulator, a provider of consumer information, an adviser to the Minister for Health (the “**Minister**”) and as the custodian of the Health Insurance Risk Equalisation Fund. The HIA is a small, dynamic organisation that is committed to delivering on its vision for a well-functioning and transparent health insurance market, where consumers understand their rights and feel empowered in their decisions.

The HIA's role is to regulate for a well-functioning market and provide consumers with information and tools to make informed choices. The HIA has five principal values that drives its work:

- **Professionalism:** The HIA upholds the highest ethical standards and behaves with integrity, care, and respect in all its interactions and work.
- **Agile:** The HIA works in a flexible, proportionate, and efficient manner with its staff and its stakeholders to deliver the best results for consumers.
- **Consumer-focused:** The HIA's work is consumer-centric, putting consumers first in everything it does.
- **Excellence:** The HIA is focused on delivering the best results by leveraging its expertise, taking an evidence-based and consistent approach to its work.
- **Independence:** The HIA carries out its statutory functions in an impartial, fair and transparent manner in the public interest.

### Governance

The HIA is a public body, which is independent in the exercise of its statutory functions. For public accountability purposes, the HIA operates under the aegis of the Department of Health (the “**Department**”). The HIA is governed by a Board comprised of seven members, who are appointed by the Minister.

### Context of the Appointment

The HIA's *Strategic Plan for 2025-2028* has recently been approved by the Board, and it includes the following key priorities:

#### 1 The Informed Consumer

The HIA will empower consumers to make informed choices about their health insurance plans, with easily available and user-friendly tools to support them.

#### 2 A Well-Functioning Health Insurance Market

The HIA will use its regulatory powers and expertise to maintain a well-functioning market, and it is recognised as the leading voice on private health insurance.

#### 3 Our Capability and Capacity

The HIA will ensure it is resilient with appropriate capability and capacity to deliver our statutory functions effectively, sustainably, and to high standards of corporate governance.

Further information about the HIA including publications and key documents is available at [www.hia.ie](http://www.hia.ie).

## THE ROLE

The principal duties may include responsibilities in relation to the following:

Reporting to the Head of Communications and Stakeholder Engagement, the successful candidate will be responsible for managing the HIA's communications function and will be responsible for managing the operational output of the HIA Communications including PR, media, social media, events, website and data analytics.

The candidate will also be responsible for the day-to-day management of the HIA's website, social media, as well as press releases, media queries, stakeholder enquiries, internal communications and tracking and analytics of same.

This is a dynamic and strategic role working closely with colleagues in the Communications team and more widely across all levels of the organisation, dealing with suppliers and other stakeholders to ensure that the accuracy and quality of information is of the highest standard and ensuring the best possible customer experience when dealing with the HIA.

- Manage, alongside the Head of Communications and Stakeholder Engagement, the implementation of the HIA communications strategy to further the aim of the "informed consumer".
- Assist in the management of the development and execution of an annual communications plan and an annual advertising campaign to drive consumer awareness of what the HIA does and how it can help consumers.
- Ensure clear consumer communications which lead to improved understanding of health insurance through the drafting and coordination of press releases and other relevant material for public consumption for example: responses to press queries, HIA information booklets and communication to third party stakeholders, web articles and social media posts
- Manage and develop the HIA's social media presence, including the creation of relevant, timely content to encourage engagement and improved click through to the HIA Comparison Tool and website.
- Manage and maintain the content on the HIA's website and identify areas for improvement, working with 3<sup>rd</sup> party suppliers to continuously improve consumer's user experience
- Manage press coverage and requests for interview/comment to ensure maximum breadth and depth of coverage across media
- Develop and manage relationships with third party service providers including PR agency, advertising providers, and graphic design and printing suppliers, and other regulators, Government Departments and the insurance industry.
- Use analytics tools to provide reports and insights on the HIA's website, comparison tool and social media accounts for an internal audience.
- Lead in the planning and coordination of the attendance of the HIA at public events
- Co-ordinate the preparation, proofreading, dissemination and publication/promotion of quarterly market reports, Annual Report and other corporate documents
- Organise and coordinate internal communications
- Manage procurement, invoicing and other administrative tasks within the Communications Team
- Contribute and support other HIA projects as required by Senior Management.
- Provide administrative and governance support and coordination to the HIA Senior Management Team.

- Support the Head of Communications and Stakeholder Engagement in any other duties as required by the role, deputising for the Head of Communications when required.

## EXPERIENCE AND PERSONAL QUALITIES REQUIRED

### The Person

Reporting to the Head of Communications and Stakeholder Engagement, the successful candidate will work as part of the team responsible for delivering a multi-channel communications strategy based on relevant data, experience, and internal and external stakeholder requirements.

Excellent interpersonal skills are essential, as well as a proven high degree of initiative, flexibility and creativity, organisation and problem-solving skills.

### Essential Requirements

- Experience of PR, media and working in a busy communications role
- Strong experience of managing social media accounts and content management.
- Demonstrable written communication skills, and an ability to write for a variety of audiences, including writing for the web/social media and minute taking
- Experience using a content management system e.g. Drupal or WordPress.
- Experience of using Google analytics and similar platforms and collating and presenting communications analytics data for a non-technical audience
- Experience of dealing with third party suppliers in the communications area (e.g. advertising agencies, media agencies, website management agencies)

### Desirable Requirements

- Understanding of the health insurance industry.
- Experience of the public sector environment.
- A strong command of the Irish language.

### Shortlisting

A shortlisting exercise will be employed when assessing eligibility of applications. Eligible applications will be shortlisted according to how well the experience and skills as described by applicants match the requirements of the role of Communications & Media Manager – Higher Executive Officer.

The criteria for the shortlisting exercise will be based on the information as outlined in this Candidate Booklet. It is important that applicants consider the information contained in this Candidate Booklet in presenting their relevant qualifications, skills and experience in their application.

The candidates whose applications, in the opinion of the shortlisting panel, appear best suited to the position will be shortlisted for interview.

### Interview

Shortlisted applicants will be invited to attend for a competency-based interview.

The HIA reserves the right to invite candidates to a second-round interview and to undergo further assessment, including the use of psychometric assessment if so required.

It is anticipated that first round interviews will occur in April 2026.

# CONDITIONS OF SERVICE

## TENURE

The position is a full-time position. The appointment is on a permanent basis as a public servant, subject to satisfactory completion of the specified probationary period.

## PROBATION

The successful candidate must serve a probationary period which will be of six months duration during which time the candidate's performance will be assessed. The probationary period may be extended in exceptional circumstances.

## SALARY AND PAYMENT ARRANGEMENTS

The salary scale for the position (rates effective from 1 February 2026 is at the level of Higher Executive Officer (PPC) as follows:

**€59,435, €61,173, €62,908, €64,640 €66,380, €68,111, €69,849, €72,353<sup>1</sup>, €75,788<sup>2</sup>**

*Long Service Increments may be payable after 3 (LSI-1) and 6 (LSI-2) years satisfactory service at the maximum of the scale.*

### **Important Note**

Entry will be at the minimum point 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 pay and conditions may apply if, immediately prior to appointment, the successful candidate is already a serving civil or public servant. The rate of remuneration may be adjusted from time to time in line with government pay policy

Payment will be made monthly in arrears by Electronic Fund Transfer (EFT) into a bank account of the staff member's choice. Payment cannot be made until a bank account number and bank sort code has been supplied to the HIA. Statutory deductions from salary will be made as appropriate.

A staff member appointed to the post of Higher Executive Officer will agree that any overpayment of salary or of travel and subsistence may be deducted from future salary payments due in accordance with the Payment of Wages Act 1991. Any such overpayment will be notified to the staff member in accordance with agreed internal procedures.

## LOCATION

This role is based in the HIA's office at Beaux Lane House, Mercer Street Lower, Saint Peter's, Dublin 2. The HIA reserves the right, at its discretion, to change the primary location to any other place within Ireland.

The HIA offers flexitime, and we have Blended Working guidelines in place allowing employees to apply for Blended Working (a mix of office based and remote working). The HIA has put a significant number of supports in place to make the experience when working remotely as seamless as possible. The HIA has a modern IT infrastructure to help colleagues to collaborate virtually, it provides colleagues with the equipment they will need and has implemented new ways of working to keep its people connected.

## ESSENTIAL TRAINING

The postholder will be required to undertake the following essential compliance training:

- HIA induction
- Health & Safety
- Data Protection (GDPR)
- Cyber Security Awareness
- Generative AI Literacy
- APA certification (CIP-01, CIP-02 & CIP-05)

## WORKING WEEK

Hours of attendance at work will be arranged from time to time by the HIA and will amount to 35 hours net per week. Normal working hours will be 9.00 a.m. to 5.00 p.m. with a minimum of 30 minutes for lunch. The HIA operates of a flexible working hours scheme. You will be required to work such additional hours from time to time as may be reasonable and necessary for the proper performance of your duties subject to the limits set down in the working time regulations. The rate of remuneration payable covers any extra attendance liability that may arise from time to time.

The terms of the Organisation of Working Time Act, 1997 will apply, where appropriate, to this appointment.

## ANNUAL LEAVE

The annual leave allowance for this post will be 29 working days per annum (on a pro rata basis) to be taken at a time or times convenient to the HIA.

## SICK LEAVE

Payment for absences through illness, during properly certified sick absence, provided there is no evidence of permanent disability for service may be made in accordance with the provisions of the HIA's sick leave scheme. These sick leave arrangements are subject to any changes arising in the terms and conditions of sick leave in respect of the public service generally.

## SUPERANNUATION

The successful candidate will, upon appointment, become a member of the appropriate pension scheme. Pension scheme membership will be notified within the contract of employment.

The successful candidate will be offered the appropriate superannuation terms and conditions as prevailing in the Health Insurance HIA, 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.singlescheme.gov.ie](http://www.singlescheme.gov.ie)

Where the appointee has worked in a pensionable (non-Single Scheme) 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 history.

## **Eligibility to Compete**

Eligibility to Compete and Certain Restrictions on Eligibility Eligible candidates must be: (a) A citizen of the European Economic Area (EEA). The EEA consists of the Member States of the European Union, Iceland, Liechtenstein and Norway; or (b) A citizen of the United Kingdom (UK); or (c) A citizen of Switzerland pursuant to the agreement between the EU and Switzerland on the free movement of persons; or (d) A non-EEA citizen who is a spouse or child of an EEA or UK or Swiss citizen and has a stamp 4 or a Stamp 5 visa.

## **Declaration**

Applicants will be required to declare whether they have previously availed of a public service scheme of incentivised early retirement and/or the collective agreement outlined above. Applicants will also be required to declare any entitlements to a Public Service pension benefit (in payment or preserved) from any other Public Service employment and/or where they have received a payment-in-lieu in respect of service in any Public Service employment.

## **OTHER CONDITIONS OF EMPLOYMENT**

Further information on the conditions of employment will be outlined in the contract of employment for the successful candidate.

## HOW TO APPLY

Applications should be made by e-mail prior to the deadline to [cam@hia.ie](mailto:cam@hia.ie). Applicants should forward a completed application form (available at [hia.ie](http://hia.ie)) outlining their suitability for the position.

**The application form should be emailed in either Word or pdf format.**

Applications to be submitted by email, prior to the deadline must include:

- 1 In preparing your application, please consider the essential and desirable criteria for this position which is outlined the Candidate Booklet.
- 2 Any queries to be directed to Catherine O'Reilly: [cam@hia.ie](mailto:cam@hia.ie)

### Closing Date

Deadline for application: 12pm (noon) Friday 27<sup>th</sup> March 2026.

Applications will **not** be accepted after the closing date.

Please note Interviews may be held remotely using Video-Conferencing software.

### Competencies

Please see the competencies that will be assessed at interview stage for this competition. For more information on the competencies which are listed in Appendix 1 of this Candidate Booklet.

## REFERENCE CHECKS

Please note that any offer of employment made to a successful candidate will be subject to satisfactory reference verification, pre-employment checks and satisfactory verification of academic and professional qualifications.

## CONFIDENTIALITY

Candidate confidentiality will be respected at all stages of the recruitment process. Applicants should however note that all application material will be made available to those with direct responsibility for the recruitment process within the HIA.

## LEGAL COMPLIANCE

The HIA is committed to complying with all relevant legislation over the course of this recruitment campaign, including the Employment Equality Acts 1998-2015, Data Protection Act 2018, and the Freedom of Information Acts, 1997, 2003 and 2014.

## EXPENSES

The HIA will not be responsible for any expense, including travelling expenses, candidates may incur in connection with their candidature.

## CANVASSING

Canvassing will result in disqualification from the competition.



## **Appendix 1**

### **Higher Executive Officer Level Competencies in the HIA**

#### **Introduction**

This framework outlines the core competencies and effective performance indicators expected of Higher Executive Officers within the Health Insurance HIA (HIA). It is designed to support high standards of performance, professional development, and the delivery of excellent service to the public.

#### **Effective Performance Indicators**

##### **Team Leadership**

- Works with the team to facilitate high performance, developing clear and realistic objectives and addressing performance issues if they arise.
- Provides clear information and advice as to what is required of the team.
- Strives to develop and implement new ways of working effectively to meet objectives.
- Leads the team by example, coaching and supporting individuals as required.
- Places high importance on staff development, training, and maximising the skills and capacity of the team.
- Is flexible and willing to adapt, positively contributing to the implementation of change.

##### **Judgement, Analysis & Decision Making**

- Gathers and analyses information from relevant sources, whether financial, numerical, or otherwise, weighing up a range of critical factors.
- Takes account of broader issues, agendas, sensitivities, and related implications when making decisions.
- Uses previous knowledge and experience to guide decisions.
- Uses judgement to make sound decisions with a well-reasoned rationale and stands by these.
- Puts forward solutions to address problems.

##### **Management & Delivery of Results**

- Takes responsibility and is accountable for the delivery of agreed objectives.
- Successfully manages a range of different projects and work activities at the same time.
- Structures and organises their own and others' work effectively.
- Is logical and pragmatic in approach, delivering the best possible results with the resources available.
- Delegates work effectively, providing clear information and evidence as to what is required.
- Proactively identifies areas for improvement and develops practical suggestions for their implementation.
- Demonstrates enthusiasm for new developments and changing work practices, striving to implement these changes effectively.
- Applies appropriate systems and processes to enable quality checking of all activities and outputs.
- Practices and promotes a strong focus on delivering high-quality customer service, for both internal and external customers.

**Interpersonal & Communication Skills**

- Builds and maintains contact with colleagues and other stakeholders to assist in performing the role.
- Acts as an effective link between staff and senior management.
- Encourages open and constructive discussions around work issues.
- Projects conviction, gaining buy-in by outlining relevant information and selling the benefits.
- Treats others with diplomacy, tact, courtesy, and respect, even in challenging circumstances.
- Presents information clearly, concisely, and confidently when speaking and in writing.
- Collaborates and supports colleagues to achieve organisational goals.

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

- Has a clear understanding of the roles, objectives, and targets of self and team, and how they fit into the work of the unit and the HIA and effectively communicates this to others.
- Has high levels of expertise and broad public sector knowledge relevant to their area of work.
- Focuses on self-development, striving to improve performance.

**Drive & Commitment**

- Strives to perform at a high level, investing significant energy to achieve agreed objectives.
- Demonstrates resilience in the face of challenging circumstances and high demands.
- Is personally trustworthy and can be relied upon.
- Ensures that customers are at the heart of all services provided.
- Upholds high standards of honesty, ethics, and integrity.