



An tÚdarás Arachas Sláinte
The Health Insurance Authority

Candidate Information Booklet
Communications & Media Manager
Higher Executive Officer

Closing date: 12 noon; 24 July 2026

THE POSITION

Title of position:	Communications & Media Manager – Higher Executive Officer
Office address:	Beaux Lane House, Mercer Street Lower, Saint Peter's, Dublin 2, D02 DH60
Organisation website:	www.hia.ie

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 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.

THE ROLE

Reporting to the Head of Communications and Stakeholder Engagement, the successful candidate will play a key leadership role in the delivery of the HIA's communications function. This is a broad and dynamic role requiring an experienced communications professional who can operate confidently across multiple channels, manage competing priorities, and deliver high-quality outputs to a consistently high standard.

The role requires a strong all-rounder with experience across PR, media, digital, events, website and data analytics, combined with the ability to work independently, take initiative and ensure effective day-to-day management of the organisation's communications activities.

The candidate will 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.

Key Responsibilities:

- Lead the operational delivery of the HIA's communications function, ensuring the effective management of PR, media relations, social media, website content, events and communications analytics.
- Drive the implementation of the HIA Communications Strategy, working closely with the Head of Communications to deliver strategic objectives and support the HIA's aim of empowering informed consumers.
- Plan and deliver annual communications and awareness campaigns, including advertising and targeted outreach, ensuring alignment with organisational priorities and measurable impact.
- Oversee the development of clear, accessible and accurate consumer communications, including press releases, media responses, stakeholder materials, website content and social media outputs.
- Manage and continuously enhance the HIA's digital presence, including the website and social media channels, with a focus on improving user experience, engagement and traffic to the Comparison Tool.
- Act as a key point of contact for media and stakeholder engagement, managing press queries, interview requests and communications issues proactively and professionally.
- Build and maintain effective working relationships with external suppliers and stakeholders, including PR and media agencies, digital providers, Government Departments and industry representatives.
- Use data and analytics to inform decision-making, providing regular insights and reports on communications performance to support continuous improvement.
- Lead the coordination of HIA participation in public events and outreach activities, ensuring a strong and consistent organisational presence.
- Oversee the preparation and publication of key reports and communications, including quarterly market reports, the Annual Report and other high-profile materials.
- Coordinate internal communications across the organisation, ensuring clarity, consistency and alignment with organisational messaging.
- Manage procurement, budgeting and administrative processes within the Communications function in line with governance requirements.
- Provide media, organisational and governance support to the Senior Management Team, ensuring effective coordination and delivery of communications-related outputs.
- Act with a high degree of autonomy, deputising for the Head of Communications as required and taking ownership of key areas of work.

EXPERIENCE AND PERSONAL QUALITIES REQUIRED

The Person

The successful candidate will be an experienced communications professional with a proven ability to operate across a wide range of communications disciplines. They will be highly organised, proactive and solutions-focused, with the confidence to manage competing demands and deliver results independently.

They will demonstrate sound judgement, strong attention to detail and the ability to translate complex information into clear, engaging communications for a variety of audiences.

Essential Requirements

- At least 3 years working in a senior communications role, with exposure to PR, media, digital and stakeholder communications in a challenging environment.
- Demonstrable experience in storytelling, narrative building and engagement with strong attention to detail and the ability to create accurate, engaging content across multiple channels, including PR, social media and digital platforms.
- Strong organisational and planning skills, with the ability to manage competing priorities and deliver to tight deadlines.
- Extensive experience of working with external suppliers (e.g. PR, media, digital or design agencies).
- Demonstrated ability to work on own initiative, take ownership of work programmes and proactively identify solutions.

Desirable Requirements

- A Level 8 Degree in Communications, marketing or similar discipline
- A good understanding of the health insurance industry
- Three years experience of working in or with the public sector

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 August 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 June 2026 is at the level of Higher Executive Officer (PPC) as follows:

€60,029, €61,785, €63,537, €65,286, €67,044, €68,792, €70,547, €73,077¹, €76,546².

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 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.

Pension Treatment of Existing Public Servants

While the default pension terms, as set out in the preceding paragraphs, consist of Single Scheme membership, this may not apply to certain appointees. Full details of the conditions governing whether or not a public servant is a Single Scheme member are given in the Public Service Pensions (Single Scheme and other Provisions) Act 2012. However, the key exception case (in the context of this competition and generally) is that a successful candidate who has worked in a pensionable (non-single scheme terms) capacity in the public service within 26 weeks of taking up appointment, would in general not become a member of the Single Scheme. In this case, such a candidate would instead, where applicable, be offered membership of the Health Insurance HIA Staff Superannuation Scheme and its associated Spouses' and Children's Pension Scheme. This would mean that the abatement provisions above would apply, and in addition there are implications in respect of pension accrual as outlined below:

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. Applicants should forward a completed application form (available at 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

Closing Date

Deadline for application: 12pm (Midday) 24 July 2026

Applications will not be accepted after the closing time and 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.