

Candidate Information Booklet

The Competition and Consumer Protection Commission

RSM Ireland on behalf of the Competition and Consumer Protection Commission (CCPC) will hold a competition for the purpose of recommending a person for appointment to the position of:

Digital Content Executive - Communications

Grade: Executive Officer (EO)

Closing date: 12 noon, Monday, 3rd October 2022

The CCPC is an equal opportunities employer and encourages and welcome talented people from all backgrounds to join our employee community.

RSM Ireland Business Advisory Ltd. is committed to a policy of equal opportunity.

RSM Ireland Business Advisory Ltd. will run this campaign in alignment with best practice for the Appointment to Positions in the Civil Service and Public Service prepared by the Commission for Public Service Appointments (CPSA) and which are available on www.cpsa.ie

RSM Ireland
Trinity House,
Charleston Rd,
Ranelagh,
Dublin,
D06 C8X4

Title of Position:	Digital Content Executive
Division:	Communications Division
Grade:	Executive Officer
Reporting to:	Digital Content Manager at Higher Executive Officer Level
Employing Authority:	Competition and Consumer Protection Commission (CCPC)
Office Location:	Dublin 1, remote working available
Starting Salary	€31,698

CCPC Background:

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.

To achieve this, we;

- provide information to the public and businesses
- work to influence public debate and policy development
- grow public understanding of the importance of open and competitive markets
- promote competition and highlight the interests of consumers.

Detail of the Vision, Mission, Values and Goals of the CCPC can be found [here](#) with further information on the work of the CCPC to be found at www.ccpc.ie.

Division Overview

The Communications Division is central to the effective delivery of the CCPC’s goals with responsibility for a broad range of activity in the following areas:

- continuous development of corporate, consumer and financial product comparison websites (+2 million visits p/a)
- corporate communications including media and PR
- increasing social media engagement with consumers, businesses and other stakeholders
- leading on interaction with certain stakeholders and co-ordinating engagement with others
- developing public information campaigns (consumer rights, personal finance and business compliance)
- developing and delivering personal finance education initiatives (such as the [Money Skills for Life](#) programme)
- management of the outsourced consumer helpline (+40,000 contacts p/a)

Role Purpose

The Digital Content Executive will work in the Marketing & Digital Communications Unit assisting with the development and maintenance of the CCPC's online presence, in particular website content, to ensure optimum communication of the CCPC's activities, and information for consumers.

The right candidate will have excellent communication skills and the ability to develop and support relationships with external stakeholders. The Digital Content Executive will not only work closely with the Digital Content Manager but support the objectives of the Unit, as well as the Communications Division as a whole.

Key Responsibilities

- Develop clear, up to date, and accurate content in Plain English, for the CCPC's websites
- Develop and issue the CCPC's regular consumer newsletter
- Continuous review of existing website content
- Assess website content using analytics tools to help identify trends
- Organise and contribute to monthly content meetings, working with the Digital Content Manager to develop a content calendar
- Contribute to ongoing improvement projects on the CCPC website, including web development, content generation and audit process, SEO, user experience, formatting and layout
- Support colleagues across the organisation in the use of the website Content Management System
- Assist with ongoing management of CCPC paid search campaigns, working with our external supplier
- Liaise with web support and hosting agencies
- Regular reporting on all activity
- Contribute to the development and achievement of the strategic goals of the organisation generally and divisional objectives in particular by participating in cross-divisional projects as required

Competencies for the Role

- Specialist Knowledge, Expertise and Self-Development
- Drive and Commitment
- Team Work
- Interpersonal & Communication Skills
- Analysis & Decision Making
- Delivery of Results

The full narrative for these competencies can be found at [Executive Officer Competencies](#)

Essential

Specialist Knowledge, Expertise and Self-Development

- i. Relevant third level qualification and/or at least 2 years' work experience in a content writing or digital marketing role.

Analysis & Decision Making

- ii. Excellent writing, proof-reading and editing skills.
- iii. Excellent verbal and written communication skills.

Delivery of Results

- iv. Experience of copywriting or drafting content for publication.
- v. Strong attention to detail

Desirable

Specialist Knowledge, Expertise and Self-Development

- i. Experience publishing content to the web through content management systems (CMS). For example, WordPress.
- ii. Experience summarising complex information into in Plain English.
- iii. Knowledge of website accessibility.
- iv. Knowledge of/interest in consumer rights and/or personal finance.

Delivery of Results

- v. Strong analytical skills, ideally with experience of website analytics solutions such as Google Analytics or Matomo.

Team Work

- vi. Experience working within a team to deliver a project to agreed deadlines

Application Process:

- The closing date for this competition is 12 noon, 3rd October 2022;
- CV's should be submitted online;
- A writing task will be issued to all shortlisted candidates shortly after closing date;
- It is envisaged that interviews will be held week commencing 10th October 2022 for all shortlisted candidates.

PRINCIPAL CONDITIONS OF SERVICE

Principal conditions of service will be applied in line with all relevant governmental circulars/procedures and policies applicable at time of placement

Salary:

Entry will be at the **minimum** of the scale and annual increments may be awarded subject to satisfactory performance and to changes in the terms and conditions relating to annual salary increments in the Civil/Public Service generally. The rate of total remuneration may be adjusted from time to time in accordance with Government pay policy as applying to public servants generally.

The position is aligned to the Civil Service Executive Officer Grade and the salary scale for this position is as follows:

PPC (Personal Pension Contribution) Pay Scale applicable to an individual who is required to make a personal pension contribution

€31,698	€33,509	€34,531	€36,526	€38,315	€40,044
€41,768	€43,455	€45,160	€46,817	€48,526	€49,658
€51,270 ¹	€52,894 ²				

Non-PPC (non-Personal Pension Contribution) Pay Scale

€30,227	€32,271	€33,081	€34,823	€36,518	€38,165
€39,800	€41,402	€43,021	€44,595	€46,216	€47,297
€48,823 ¹	€50,352 ²				

¹ After 3 years satisfactory service at the maximum.

² After 6 years satisfactory service at the maximum.

Candidates should note that different pay and conditions may apply if, immediately prior to appointment, the appointee is a serving civil or public servant. This is only applicable if the candidate is currently at a grade within this salary band.

Subject to satisfactory performance, annual increments may be payable in line with current Government Policy (See Public Service Stability Agreement 2018 -2020 paragraph 5.1.1 for recent changes.)

Annual Leave: 23 working days per annum, rising to: 24 after 5 years; 25 after 10 years; 26 after 12 years and 27 after 14 years' service.

Hours of work: Hours of attendance will be fixed from time to time but will amount to on average not less than 41 hours and 15 minutes gross or 35 hours net per week. Your normal hours of work are 9.00 a.m. to

5.15 p.m. Monday to Friday with 1 hour and 15 minutes for lunch. You will be required to be flexible in this position as it may from time to time be necessary to carry out your duties outside normal working hours

The CCPC currently offers Flexible Working Arrangements (“flexitime”) to some grades of staff, including Executive Officers.

Rest Periods: The terms of the Organisation of Working Time Act, 1997 will apply to this appointment.

Place of work: The CCPC is currently located in Bloom House, Railway Street, Dublin 1, DO1 C576.

Tenure: This is a wholetime permanent position.

Sick Leave: Pay during sick absence will apply in accordance with the provisions of the Public Service Sick Leave Regulations.

PRSI: Officers who pay Class A rate of PRSI will be required to sign a mandate authorising the Department of Employment Affairs and Social Protection to pay any benefits due under the Social Welfare Acts directly to the CCPC. Payment during illness will be subject to the officer making the necessary claims for social insurance benefit to the Department of Employment Affairs and Social Protection within the required time limits.

Outside Employment: The position is whole time and the officer may not engage in private practice or be connected with any outside business, which would interfere with the performance of official duties.

Eligibility: Candidates should note that eligibility to compete for posts is open to citizens of the European Economic Area (EEA), or to non-EEA nationals who fulfil the relevant criteria. In order to work in Ireland, all non-EEA nationals require a valid employment permit unless exempt under permission from the Minister for Justice and Equality. The EEA consists of the Member States of the European Union along with Iceland, Liechtenstein and Norway. Swiss citizens under EU agreements may also apply.

SUPERANNUATION AND RETIREMENT:

The successful candidate will be offered public service pension terms and retirement age conditions in accordance with pension arrangements in the Competition and Consumer Protection Commission depending on the status of the successful appointee:

- a) In general, an individual who has no prior pensionable Public Service history in the 26 weeks prior to appointment will be a member of the Single Public Service Pension Scheme (Single Scheme) which commenced from 1 January 2013 [Section 10 of the Public Service Pensions (Single Scheme and Other Provisions) Act 2012 refers];
- b) An individual who was a member of a “pre-existing public service pension scheme” as construed by the Public Service Pensions (Single Scheme and Other Provisions) Act 2012 and who does not qualify for membership of the Single Scheme will have standard public service pension terms reflecting new

entrant or non-new entrant status for the purposes of the Public Service Superannuation (Miscellaneous Provisions) Act 2004.

Appointee's status for superannuation purposes

Appointees will be required to disclose their full public service history. Details of the appropriate superannuation provisions will be provided upon determination of appointee's status. The following points should be noted:

Pension Accrual:

A 40-year limit on total service that can be counted towards pension where a person has been a member of more than one existing public service pension scheme will apply. This 40-year limit, which is provided for in the Public Service Pensions (Single Scheme and other Provisions) Act 2012 came into effect on 28 July 2012.

This may have implications for any appointee who has acquired pension rights in a previous public service employment.

Pension Abatement

The Public Service Pensions (Single Scheme and Other Provisions) Act 2012 extended pension abatement so that a retiree's public service pension is liable to abatement on re-entering public service employment, even where the new employment is in a different area of the public service. However, if the appointee was previously employed in the Civil Service and awarded a pension under voluntary early retirement arrangements (other than the Incentivised Scheme of Early Retirement (ISER) or the Health Service Executive VER/VRS which render a person ineligible for the competition) the entitlement to payment of that pension will cease with effect from the date of reappointment.

Department of Education and Skills Early Retirement Scheme for Teachers Circular 102/2007

The Department of Education and Skills introduced an Early Retirement Scheme for Teachers. It is a condition of the Early Retirement Scheme that with the exception of the situations set out in paragraphs 10.2 and 10.3 of the relevant circular, and with those exceptions only, if a teacher accepts early retirement under Strands 1, 2 or 3 of this scheme and is subsequently employed in any capacity in any area of the public sector, payment of pension to that person under the scheme will immediately cease. Pension payments will, however, be resumed on the cessation of such employment or on the person's 60th birthday, whichever is the later, but on resumption, the pension will be based on the person's actual reckonable service as a teacher (i.e. the added years previously granted will not be taken into account in the calculation of the pension payment).

Ill-Health Retirement

Please note that where an individual has retired from a Civil/Public Service body on the grounds of ill-health his/her pension from that employment may be subject to review in accordance with the rules of ill-health retirement within the pension scheme of that employment.

Additional Superannuation Contributions

This appointment is subject to the Additional Superannuation Contributions in accordance with Part 4 of the Public Service Pay and Pensions Act 2017.

For further information in relation to public service superannuation issues please see the following website:
<http://per.gov.ie/pensions>

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 candidates.