



INFORMATION BOOKLET

The Nursing and Midwifery Board of Ireland intends to hold a competition for the position of:

Communications Manager (Grade VII)

Closing Date: 12.00 noon (Irish time), Monday, 04 July 2022

Interviews will be held at the end of July 2022

The NMBI is committed to a policy of equal opportunity.

The NMBI will run this campaign in compliance with the codes of practice, published by the Commission for Public Service Appointments (CPSA) and available on www.cpsa.ie

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Communications Manager

Nursing and Midwifery Board of Ireland

TITLE OF POSITION:	Communications Manager
TENURE:	Permanent (Full-Time)
OFFICE:	The Nursing and Midwifery Board of Ireland
LOCATION:	18/20 Carysfort Avenue, Blackrock, Co Dublin(Blended working options available)
SALARY SCALE:	Grade VII €51,342 – €66,742* <i>*New entrants to the public service will commence at the first point on the scale</i>

Bord Altranais agus Cnáimhseachais na hÉireann/The Nursing and Midwifery Board of Ireland (NMBI), established under the Nurses and Midwives Act 2011, is the regulatory body for Nurses and Midwives wishing to practice Nursing/Midwifery in Ireland.

NMBI has two main objectives:

- To protect the public;
- To ensure the integrity of nursing and midwifery practices.

The principle functions of NMBI include:

- Setting of standards for the education, registration and professional conduct of nurses and midwives;
- Providing advice on the provision of safe and appropriate care to nurses and midwives, patients, family members and society;
- Maintenance of the Register of Nurses and Midwives;
- Approval of education programmes and further education programmes;
- Consideration of complaints against nurses and midwives through our fitness to practise process.

Structure of NMBI:

The Nursing and Midwifery Board of Ireland has over 50 staff, including a Senior Management Team of Director of Registration, Head of Operations, Director of Education, Policy and Standards, Director of Professional Standards – Midwifery and Director of Fitness to Practise (FTP).

The organisation currently operates under the following sections and divisions:

- Office of the CEO
- Registration Department
- Education, Policy, and Standards Department
- Professional Standards - Midwifery
- Regulation Department (FTP, PPC)
- Operations (HR, Communications, Finance & I.T. Department)

As of May 2022, there were a total of 82,208 registered nurses and midwives on the NMBI Register.

Recruitment

It is the objective of the NMBI to carry out recruitment and selection in line with best practice guidelines, the Commission for Public Service Appointments, Code of Practice and relevant employment legislation such as Employment Equality Acts 1998-2015, Data Protection Acts 1998-2003, Public Service Management (Recruitment and Appointments) Act 2004 and Freedom of Information 1997-2003.

The NMBI will aim at all times to carry out recruitment in a fair, impartial and transparent manner. Employees to the NMBI will be appointed on merit. This means the best person for any given position will be recruited and selected through a transparent and competitive recruitment process. Recruitment and selection decisions will be made on the suitability of the candidates with regard to the qualifications, personal attributes and skills they possess to fulfil the duties and responsibilities of the post.

During the recruitment and selection process, the NMBI will aim to ensure that the selection process does not provide unjustifiable advantage or disadvantage to any particular candidate or group of candidates and aim to provide genuine equality of opportunity to all.

With the continued growth in legislative provisions in the regulation of employment, new and revised approaches to recruitment and selection are required from time to time to reinforce the principles of equity, fairness, transparency and accountability. These principles will apply to all NMBI recruitment and selection processes.

Interviews will accommodate candidates with special needs (e.g.: location will be accessible; wheelchair parking is available). Any assessments will allow for candidates with special needs (e.g.: accessible for those with learning difficulties/ impaired vision or hearing).

Equal Opportunities

It is the NMBI's intention that all existing and potential staff have equality of opportunity regardless of gender, civil status, family status, sexual orientation, religion, age, disability,

race or membership of the travelling community.

Staff are encouraged, facilitated, and enabled to achieve their full potential and to work in an environment that is free from harassment and fully respects their dignity.

The NMBI positively promotes and rigorously observes the principles of equal opportunity and is committed to implementing policies to promote equal opportunities.

JOB SPECIFICATION



JOB TITLE	Communications Manager
SCALE	Grade VII €51,342 - €66,742* <i>*New entrants to the Civil/Public service will commence at the first point of the scale.</i>
TENURE	Permanent (Full-Time)
REPORTING TO	Head of Operations
DEPARTMENT	Operations
LOCATION	18-20 Carysfort Avenue, Blackrock, Co Dublin (Blended working options available)

JOB PURPOSE

Communications and public affairs are critical areas for NMBI. The successful candidate will have the ability to focus on strategic communications and public affairs matters. They will work to enhance the reputation of the NMBI as a modern professional regulator, by capturing and communicating the mission and activities of NMBI in an accurate, timely and effective manner.

The Communications Manager will play a fundamental role in stakeholder engagement, corporate communications, media relations, public affairs and communications with registered nurses and midwives. Strong regulation requires the trust and confidence of its stakeholders.

There will also be a requirement to produce materials in a Plain English style, as well as fully embed and coordinate a strong customer service ethos across all of the organisation's communications material and platforms.

**KEY
RESPONSIBILITIES**

- Work closely with the senior management team to develop, deliver and implement the internal and external communications strategy.
- Create an effective communication plan and provide content for various offline and online communication vehicles, presentations and events.
- Manage and support multiple stakeholders with all executive communications including messages, speeches and scripts across all platforms.
- Manage all media relations, parliamentary engagements and public affairs on behalf of the body, such as Parliamentary Questions, Ministerial Representations, and Oireachtas monitoring.
- Manage a consistent and strategic approach to employee communications and engagement across the organisation for internal communications purposes.
- Act as a key point of contact and advisor to senior management and CEO as required.
- Ensure consistency of employee communications & engagement approach with current and best industry practice.
- Drive the Communications function in the delivery of high-impact employee events as required.
- Support the management of budget and resources for the Communications function.
- Use your personal influencing style, personal flair and skills to leverage key internal stakeholders
- Bring multiple, complex stakeholders along the journey, securing buy-in and support whilst also ensuring positive outcomes in keeping with good practice.
- Support change, and manage push-back/resistance from key stakeholders effectively whilst positively maintaining relationships.
- Put forward strong business cases for the allocation of resources/budget.
- Effectively manage external contractors.
- Demonstrate personal competence and credibility to resolve complex issues.
- Make recommendations on all aspects of strategic communications planning.
- Effectively manage time in the context of often competing priorities.

	<ul style="list-style-type: none"> Respond positively, flexibly and effectively in a fast-moving work environment.
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ESSENTIAL QUALIFICATIONS AND EXPERIENCE	<p>Applicants must have on the date of submitting their application:</p> <ul style="list-style-type: none"> A minimum of 5 years' experience in a Professional Services /Corporate communications role with a proven track record of strategic employee communications campaign delivery. <p>The successful candidate will have the following essential skills and criteria.</p> <ul style="list-style-type: none"> Flexible and adaptable working style – ability to respond effectively to emerging / unexpected needs. High level of discretion and confidentiality A strong sense of organisational culture and values, and a desire to create a positive working environment. <p>Applicants must demonstrate by way of application the following essential criteria:</p> <ul style="list-style-type: none"> Experience of working on projects which require liaising with a variety of stakeholders from across an organisation. An ability to influence and gain respect and credibility. Strong creative, strategic, analytical and organizational skills. Excellent project manager abilities with excellent planning and organisational skills. Ability to build rapport and influence across all levels of the organisation. <p>Desirable:</p> <ul style="list-style-type: none"> A primary degree or post graduate degree in marketing, journalism, public relations, or English literature. Advanced SharePoint skills and experience highly desirable
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Competencies: Grade VII

Specialist Knowledge, Expertise and Self Development

Has a clear understanding of the roles objectives and targets of self and the team and how they fit into the work of the unit and Department/ Organisation

Has a breadth and depth of knowledge of Department and Governmental issues and is sensitive to wider political and organisational priorities

Is considered an expert by stakeholders in own field/ area

Is focused on self-development, seeking feedback and opportunities for growth to help carry out the specific requirements of the role

Leadership

Actively contributes to the development of the strategies and policies of the Department/ Organisation

Brings a focus and drive to building and sustaining high levels of performance, addressing any performance issues as they arise

Leads and maximises the contribution of the team as a whole

Considers the effectiveness of outcomes in terms wider than own immediate area

Clearly defines objectives/ goals & delegates effectively, encouraging ownership and responsibility for tasks

Develops capability of others through feedback, coaching & creating opportunities for skills development

Identifies and takes opportunities to exploit new and innovative service delivery channels

Analysis & Decision Making

Researches issues thoroughly, consulting appropriately to gather all information needed on an issue

Understands complex issues quickly, accurately absorbing and evaluating data (including numerical data)

Integrates diverse strands of information, identifying inter-relationships and linkages

Makes clear, timely and well-grounded decisions on important issues

Considers the wider implications of decisions on a range of stakeholders

Takes a firm position on issues s/he considers important

Management & Delivery of Results

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

Is open to new ideas initiatives and creative solutions to problems

Ensures controls and performance measures are in place to deliver efficient and high value

services
Effectively manages multiple projects

Interpersonal & Communication Skills
Presents information in a confident, logical and convincing manner, verbally and in writing
Encourages open and constructive discussions around work issues
Promotes teamwork within the section, but also works effectively on projects across Departments/ Sectors
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 & Commitment to Public Service Values
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

NMBI is committed to equality of opportunity

THE SELECTION PROCESS

How to Apply: Application form to be emailed to hr@nmbi.ie

Closing Date: 12.00 noon (Irish time), Monday, 04 July 2022

Selection Process:

The Selection Process may include:

- shortlisting of candidates, on the basis of the information contained in their application;
- completion of an online questionnaire(s)
- first round interview;
- work sample/role play/media exercise, and any other tests or exercises that may be deemed appropriate;
- second round interview;

Please Note

We acknowledge receipt of all applications. If you do not receive an acknowledgement within 1 working day of applying, please email hr@nmbi.ie. You can expect to receive emails from

us at the relevant stages of the process.

Shortlisting

The NMBI applies a shortlisting process to recruitment campaigns. An expert board will examine the application forms against a pre-determined criteria based on the requirements of the position. 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. It is therefore in your own interest to provide a detailed and accurate account of your experience and qualifications on the application form aligned with the essential criteria outlined for the role.

References

Please provide suitable referees, one must include your current employer. The referees should be able to provide relatively recent information on your performance in a work context. Please be assured that we will only contact referees should you come under consideration after the preliminary interview stage. Successful candidates may be required to complete a number of clearance processes such as Health and Character Declaration and any other relevant checks required for the particular role.

Other important information

The NMBI will not be responsible for refunding any expenses incurred by candidates.

The admission of a person to a competition, or invitation to attend interview, or a successful result letter, is not to be taken as implying that the NMBI is satisfied that such a person fulfils the requirements or is not disqualified by law from holding the position.

Prior to recommending any candidate for appointment to this position the NMBI will make all such enquiries that are deemed necessary to determine the suitability of that candidate. Until all stages of the recruitment process have been fully completed a final determination cannot be made nor can it be deemed or inferred that such a determination has been made. Should the person recommended for appointment decline, or having accepted it, relinquish it, the NMBI may at its discretion, select and recommend another person for appointment on the results of this selection process.

The importance of Confidentiality

Subject to the provisions of the Freedom of Information Acts, 2014, applications will be treated in strict confidence. All enquires, applications and all aspects of the proceedings are treated as strictly confidential and are not disclosed to anyone, outside those directly involved in that aspect of the process.

Certain items of information, not specific to any individual, are extracted from computer records for general statistical purposes.

Deeming of candidature to be withdrawn

Candidates who do not attend for interview or other test when and where required by the Nursing and Midwifery Board of Ireland, or who do not, when requested, furnish such evidence as NMBI require in regard to any matter relevant to their candidature, will have

no further claim to consideration.

Candidates are expected to provide all requested documentation to NMBI, including all forms issued by NMBI for completion, within five days of request. Failure to do so will result in the candidate being deemed to have withdrawn from the competition and their candidature will receive no further consideration.

Procedures where a candidate seeks a review of a decision taken in relation to their application

For further information on the above procedures please see the Code of Practice *Appointments to Positions in the Civil and Public Service* which is available on the website of the Commission for Public Service Appointments, www.cpsa.ie

Requests for Feedback

Feedback in relation to the selection process is available on request. There are no specific timeframes set for the provision of feedback.

Candidates' Obligations:

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

Candidates in the recruitment process must not:

- knowingly or recklessly provide false information
- canvass any person with or without inducements
- interfere with or compromise the process in any way

General Data Protection Regulation (GDPR)

The General Data Protection Regulation (GDPR) came into force on the 25th May 2018, replacing the existing data protection framework under the EU Data Protection Directive. When you submit an application for a competition, we create a computer record in your name. Information submitted with a job application is used in processing your application. To make a request to access your personal data please submit your request by email to: hr@nmbi.ie ensuring that you describe the records you seek in the greatest possible detail to enable us to identify the relevant record(s). Information in relation to a candidate's personal data held by the NMBI are set out on the Data Protection Policy of NMBI.

Candidates should note that canvassing will disqualify.

Eligibility to compete and certain restrictions on eligibility

Citizenship Requirements

Eligible Candidates must be on the date of submitting their application:

- (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 visa; or
- (e) 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
- (f) 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 be eligible by the date of any job offer.

Incentivised Scheme for Early Retirement (ISER)

It is a condition of the Incentivised Scheme for Early Retirement (ISER) as set out in Department of Finance Circular 12/09 that retirees, under that Scheme, are debarred from applying for another position in the same employment or the same sector. Therefore, such retirees may not apply for this position.

Department of Health and Children Circular (7/2010)

The Department of Health Circular 7/2010 dated 1 November 2010 introduced a Targeted Voluntary Early Retirement (VER) Scheme and Voluntary Redundancy Schemes (VRS). It is a condition of the VER scheme that persons availing of the scheme will not be eligible for re-employment in the public health sector or in the wider Public Service or in a body wholly or mainly funded from public moneys. The same prohibition on re-employment applies under the VRS, except that the prohibition is for a period of 7 years. People who availed of the VER are not eligible to compete in this competition. People who availed of VRS scheme and who may be successful in this competition will have to prove their eligibility (expiry of period of non-eligibility).

Collective Agreement: Redundancy Payments to Public Servants

The Department of Public Expenditure and Reform letter dated 28th June 2012 to Personnel Officers introduced, with effect from 1st June 2012, a Collective Agreement which had been reached between the Department of Public Expenditure and Reform and the Public Services Committee of the ICTU in relation to ex-gratia Redundancy Payments to Public Servants. It is a condition of the Collective Agreement that persons availing of the agreement will not be eligible for re-employment in the public service by any public service body (as defined by the Financial Emergency Measures in the Public Interest Acts 2009 – 2011) for a period of 2 years from termination of the employment. People who availed of this scheme and who may be successful in this competition will have to prove their eligibility (expiry of period of non-eligibility).

Department of Environment, Community & Local Government (Circular Letter LG(P) 06/2013)

The Department of Environment, Community & Local Government Circular Letter LG(P) 06/2013 introduced a Voluntary Redundancy Scheme for Local Authorities. In accordance with the terms of the *Collective Agreement: Redundancy Payments to Public Servants* dated 28 June 2012 as detailed above, it is a specific condition of that VER Scheme that persons will not be eligible for re-employment in any Public Service body [as defined by the Financial Emergency Measures in the Public Interest Acts 2009 – 2011 and the Public Service Pensions (Single Scheme and Other Provisions) Act 2012] for a period of 2 years from their date of departure under this Scheme. These conditions also apply in the case of engagement/employment on a contract for service basis (either as a contractor or as an employee of a contractor).

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.

Principal Conditions of Service

General

The appointment is subject to the Nurses and Midwives Act 2011 and the Public Service Management (Recruitment and Appointments) Act 2004 and any other Act for the time being in force relating to the Civil Service and the Department of Public Expenditure and Reform.

Tenure:

Permanent (Full-Time) subject to a probationary period.

Location:

Offices of the Nursing and Midwifery Board, 18/20 Carysfort Avenue, Blackrock, Co Dublin.

Salary:

Grade VII €51,342 – €66,742*

*New entrants to the public service will commence at the first point on the scale

Annual Leave:

The annual leave allowance will be 30 working days a year, exclusive of the usual public holidays.

Superannuation and Retirement:

The terms of the Single Public Service Pension Scheme will apply to this appointment. The minimum age at which pension is payable is set, initially at 66 years (rising in step with State Pension age increases to 67 in 2022 and 68 in 2028). Retirement is compulsory on reaching 70 years of age.

Contract Arrangements:

A contract will be offered on the terms and conditions determined by the NMBI Board, with the consent of the Minister for Health/DPER.

IMPORTANT NOTICE

Candidates should note that different terms and conditions may apply if, immediately prior to appointment, the appointee is a serving civil or public servant.

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.