

Director of User Strategy, Growth and Experience

Principal Officer Grade
Communications & User Support

Applicant Information Pack



November 2025

Dear Applicant

Thank you for your interest in the role of Director of User Strategy, Growth and Experience .

Working at Coimisiún na Meán, you will help create a thriving, diverse, creative, safe and trusted media landscape, that works for people in Ireland and across the EU.

You will help us regulate, support and develop the media landscape. You will help to uphold everyone's fundamental rights and ensure that we continue to live in an open democratic society.

Our organisation is growing rapidly. We grew from 40 people to 200 in our first two years. We are now looking to grow to over 300. Our people come from a wide range of backgrounds: the online and media sectors, civil society, public service, academia and the legal profession. We are proud of the opportunities we give for professional growth. We are committed to having a workforce that reflects the diversity of the society that we serve.

We are delighted to be recruiting for Director of User Strategy, Growth and Experience . This role will contribute to delivering the strategy that we adopted earlier this year. It will contribute to our goal[s] of ensuring that the media landscape:

- upholds the rights, wellbeing and development of children
- supports democracy and democratic values
- is one that consumers can trust so that they are protected from exploitation and fraud
- reflects and shapes Irish culture and who we are as a society
- promotes the values of justice, equality, diversity and inclusion
- strengthens public health and safety

If you believe this opportunity aligns with your skills and offers a chance to grow professionally, we'd be excited to hear from you and encourage you to apply.

Yours sincerely

Jeremy Godfrey, Executive Chairperson



Left to Right: Rónán Ó Domhnaill, Niamh Hodnett, Jeremy Godfrey, Aoife MacEivilly, John Evans

Our Vision and Mission

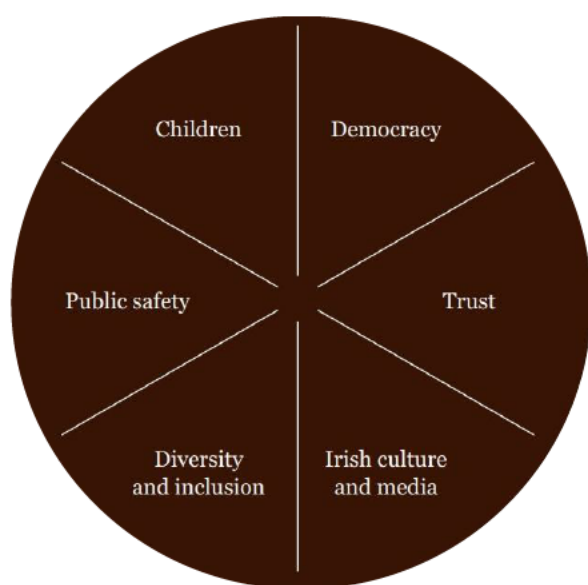


Our vision is for a thriving, diverse, creative, safe and trusted media landscape.



We regulate, support and develop a media landscape that underpins fundamental rights and fosters an open, democratic and pluralistic society.

Our Strategic Outcome Areas



Our Values



About This Role

Role Purpose

This is a strategic and hands-on leadership role for a driven and collaborative professional who can translate organisational strategy into tangible, high-quality experiences for the public.

The **Director of User Strategy, Growth and Experience** will lead Coimisiún na Meán's efforts to design, deliver and continuously improve how the organisation engages with the public. The role will be central to building an inclusive, data-driven and user-focused culture that empowers people to access information, resolve issues and understand their rights within the regulated media landscape.

Positioned within the Communications & User Support Division, the postholder will:

- Lead the development and implementation of an integrated Customer Management Service that reflects Coimisiún na Meán's vision and values.
- Oversee the relationship with the outsourced service provider, ensuring performance excellence through robust KPIs, staff training, and a proactive partnership model.
- Drive the evolution of user engagement channels in collaboration with ICT, ensuring that systems are fit-for-purpose, scalable, and reflect modern communication preferences.
- Use data and insights to inform continuous improvement, shaping a service that evolves with the needs of the public.
- Champion cross-organisational collaboration with Communications, Media Literacy, and User Education teams to deliver a consistent, trusted and empowering experience for every interaction with Coimisiún na Meán.

This position requires a strong leader who can balance strategy with operational delivery — someone who is creative, analytical, and people-focused, capable of influencing at senior levels while inspiring teams to deliver excellent customer service.

About the Team

The **User Experience Team** plays a pivotal role in realising Coimisiún na Meán's commitment to empower and support the public. The team manages all public contact points, including broadcasting and digital services queries, complaints, and general

information requests. Working closely with an outsourced Customer Management Service, the team ensures that public interactions are handled efficiently, empathetically, and in line with organisational values. The in-house UX team provides governance, quality assurance, and continuous improvement through:

- Developing and maintaining knowledge bases, training resources and standard operating procedures;
- Analysing service data to identify trends and drive improvement
- Collaborating with colleagues across Communications, Media Literacy, and ICT to ensure that all channels are responsive and aligned with strategic priorities;
- Leading public education and awareness initiatives that strengthen understanding of Coimisiún na Meán's role and build public confidence.

The team's work is characterised by collaboration, innovation and shared purpose - ensuring that every contact with Coimisiún na Meán contributes to a safe, inclusive, and trusted media environment.



Coimisiún
na Meán

About This Role

Key Responsibilities

The Director of User Strategy, Growth and Experience will provide strategic and operational leadership to ensure that Coimisiún na Meán delivers an inclusive, responsive, and trusted customer management service that empowers and supports the public. The postholder will:

1. Strategic Leadership and Service Design

- Develop and implement a comprehensive customer management and user experience strategy that aligns with Coimisiún na Meán's vision, values, and strategic objectives.
- Drive a customer-centred culture across the organisation, ensuring that every public interaction reflects empathy, integrity, and service excellence.
- Champion continuous improvement and innovation in user engagement, ensuring that systems, channels and communications evolve to meet changing public needs.
- Translate strategic goals into clear delivery plans, success measures, and reporting frameworks that demonstrate progress and impact.

2. Customer Management Service Oversight

- Lead and oversee the outsourced Customer Management Service, ensuring that service delivery is governed by strong contractual frameworks, SLAs, and key performance indicators (KPIs).
- Build a proactive, partnership-based relationship with the provider, fostering shared accountability for quality, responsiveness, and growth in engagement volumes.
- Support the provider through training, templates, and knowledge base development to ensure that a min of 80 % of queries are resolved at first contact and that complex or regulated issues are efficiently routed within Coimisiún na Meán.
- Conduct periodic reviews of the service model and prepare for the next-generation procurement and contract award from 2027 onwards.

3. Data, Insights and Continuous Improvement

- Lead the collection, analysis, and interpretation of customer and service data to identify trends, behaviours and opportunities.
- Use insights to drive decision-making, improve quality, and inform public awareness initiatives.
- Establish data-driven feedback loops between the outsourced provider, UX team, and senior management to ensure that learning informs policy, communications, and regulatory approaches.



Coimisiún
na Meán

Key Responsibilities (continued)

4. Collaboration and Stakeholder Engagement

- Work closely with Communications, Media Literacy and User Education teams to ensure a consistent and trusted brand experience across all public-facing activities.
- Collaborate with ICT management to ensure that technology platforms (CRM, knowledge base, omnichannel systems) are fit for purpose, secure, and scalable.
- Engage constructively with senior internal stakeholders and external partners to influence service design and ensure integration of customer perspectives in decision-making.

5. Team Leadership and Culture

- Lead and develop the User Experience team within Coimisiún na Meán, fostering a supportive, empowering and high-performing environment.
- Provide clarity on roles, objectives, and expected outcomes while encouraging innovation, collaboration and professional growth.
- Champion equality, diversity, and inclusion in all aspects of service design and team leadership.
- Model Coimisiún na Meán's values and behaviours, nurturing a culture where employees feel connected to purpose and confident in delivering excellent public service.

6. Governance, Compliance and Risk Management

- Ensure all customer management and user engagement activities comply with relevant legislation, codes, and data-protection requirements.
- Manage budgets, risk registers, and performance reports in line with Coimisiún na Meán's governance frameworks.
- Contribute actively to divisional and corporate planning processes, linking service performance to organisational strategic outcomes.

The above is intended as a guide to the general range of duties and is intended to be neither definitive nor restrictive and is subject to review.



About You

Experience, Skills, Knowledge & Qualifications

Essential Criteria

- Minimum 8 years' proven experience delivering excellent customer service and leading multi-disciplinary teams in a complex, multi-stakeholder environment.
- Demonstrated success in leading strategic projects that enhanced customer service delivery—such as new channel implementation, KPI redesign, or customer satisfaction improvement—while effectively managing budgets aligned with organisational goals.
- Strong stakeholder management skills with a proven record of influencing senior decision-makers and building collaborative relationships across internal and external partners.
- Proven ability to lead, motivate and develop teams through coaching, empowerment, and performance management, fostering an inclusive and high-performing culture.
- Exceptional communication and interpersonal skills with the ability to translate complex information into clear, engaging language for diverse audiences, both written and verbal.
- Evidence of developing and implementing creative, results-oriented marketing or awareness campaigns that improved engagement, brand reputation, or user satisfaction.
- Educated to Level 8 degree (NFQ) in Communications, Business, Marketing, or a related field.

Desirable Criteria

- Experience using customer insights and data analytics to inform decision-making and drive continuous improvement in customer experience or service design.
- Proficiency in the use of customer management systems (e.g. Microsoft Dynamics or equivalent) and strong digital literacy across the Microsoft Office suite.
- Competence in spoken Irish is desirable and will be considered an advantage.



What Success Looks Like (12–24 months)

- A high-performing, insight-driven Customer Management Service that reflects Coimisiún na Meán's strategic objectives and strengthens public trust through accessible, inclusive, and empowering user interactions.
- Sustained year-on-year growth (target ~50%) in engagement volumes, driven by targeted awareness initiatives and collaboration with Communications, Media Literacy and User Education teams to ensure a consistent and trusted brand experience.
- A fully embedded outsourced customer management partner, supported by a strong in-house User Experience (UX) team providing ongoing training, clear processes, and a dynamic knowledge base that enables the service to resolve at least 80% of public queries at first contact.
- Expansion of engagement channels beyond phone, email, and webform to include modern digital communication platforms that reflect public communication habits, working closely with ICT to ensure systems are scalable and user-centred.
- A confident, motivated User Experience team within Coimisiún na Meán, supported through inclusive leadership, continuous development, and shared purpose—fostering a cohesive, collaborative culture that exemplifies our values of diversity, service, and excellence.
- Successful procurement and contract award for the next-generation Customer Management Service (effective 2027), ensuring capacity for growth, flexibility, and innovation in future delivery.
- Demonstrable use of data and customer insights to shape service improvements, enhance accessibility, and drive continuous evolution of the user experience.



Key Information

Benefits, Package & Pay

- This position is offered on a Permanent basis.
- Full time, 35 hrs per week
- Annual Leave: 30 days per annum
- The role will be a hybrid role combining home and office working. Our current hybrid policy is 2 days in the office.
- Our office is located at One Shelbourne Buildings, Shelbourne Road, Dublin 4, D04 NP20.
- For a full list of benefits see our website [here](#)
- This position is graded at the Principal Officer [scale](#).
- Successful candidates will be appointed on the first point of the scale.

Application Process

If you are interested in applying for this position, please submit:

- A CV (max 2 pages) and a Cover letter/personal statement (max 1 page) outlining why you believe your skills, experience and values meet the requirements of the position [via HERE](#)
- Appointment to this role is subject to the candidate's eligibility to work in Ireland. All positions require candidates to live in the Republic of Ireland or Northern Ireland.
- Candidates who engage in canvassing will be disqualified and excluded from the process

Late applications or applications not received through the correct channel, as indicated above, will not be considered.

For queries related to the application or selection process related to this role, please contact cnam@cpl.ie

Competencies

Please see the competencies below that will be assessed at interview stage for this competition. For more information on the competencies visit our [frequently asked questions](#).

Leadership & Strategic Direction

Judgement & decision making

Management and Delivery of Results

Building Relationships & Communication

Specialist Knowledge, Expertise and Self Development

Drive & Commitment to Public Service Values



Trust



Impact



Courage



Independence



People
Focused



Integrity

Selection Process

The selection process will include:

Shortlisting of candidates based on the information provided in their application, assessed against the specified criteria for the role.

- A competency-based preliminary interview
- A second-round interview for candidates successful in the first round, which will include a presentation or another practical exercise

The first interview will take place via MS Teams. The second interview will be conducted in person at our Dublin office.

Reasonable Accommodations

Reasonable accommodations will be provided, if required, during the recruitment process. To discuss and request reasonable accommodations in confidence please contact amckiernan@cnam.ie

Coimisiún na Meán is an equal opportunities employer. We welcome applications from candidates with diverse backgrounds and are committed to championing an inclusive and diverse workforce which reflects modern Ireland. We work to create a culture where everyone has equal access to opportunity and feels comfortable to be their authentic selves at work.

Closing Date: 3pm, 19th November 2025.



Investors in
Diversity

BRONZE

