

Assistant Director – Public Service Media

Applicant Information Pack



April 2024

Assistant Principal Grade



Coimisiún
na Meán

Welcome to Coimisiún na Meán

Dear Applicant

Thank you for your interest in the role of Assistant Director, Public Service Media.

Welcome to Coimisiún na Meán – Ireland’s new commission for regulating broadcasters, online media and supporting media development.

Our work will build on the Broadcasting Authority of Ireland, whose staff and responsibilities have been transferred to Coimisiún na Meán.

We are committed to ensuring a thriving, diverse and safe online and media landscape. This means having a mix of different voices, opinions and sources of news. This means protecting children and all of us from harmful content.

We are delighted to be recruiting for an Assistant Director within Public Service Media. Coimisiún na Meán (“An Coimisiún”) is going through an exciting transformation and are at the start-up phase of this journey.

These roles form an integral part of our growth supporting the strategic priorities of Coimisiún na Meán, providing strategic support and direction to shape the fundamental delivery of our work.

If this sounds like a challenge that you believe will bring your current skills to new challenges, we would love to hear from you and welcome your application.

Yours sincerely
Jeremy Godfrey, Executive Chairperson



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About Coimisiún na Meán

Coimisiún na Meán has been established further to the provisions of the Online Safety and Media Regulation Act 2022 (“OSMR Act 2022”). The OSMR Act 2022 was enacted on 10 December 2022. The OSMR Act 2022 amended the Broadcasting Act 2009 to establish Coimisiún na Meán and dissolve the Broadcasting Authority of Ireland (“BAI”).

In addition to undertaking the functions of the BAI as the regulator for broadcasting in Ireland, Coimisiún na Meán is to establish a regulatory framework for online safety, update the regulation of television broadcasting and audiovisual on-demand services, and transpose the revised Audiovisual Media Services Directive into Irish law.



Our history

The Broadcasting Authority of Ireland (BAI) (Irish: Údarás Craolacháin na hÉireann) is a former broadcasting authority which regulated both the public and commercial broadcasting sectors in Ireland.

It was established in 2009, effectively replacing the Broadcasting Commission of Ireland (BCI) (Irish: Coimisiún Craolacháin na hÉireann). It was dissolved in 2023 and its staff and functions were transferred to a new body entitled Coimisiún na Meán.

Feedback from our team

“Our work is very meaningful – we protect people online, and we make sure that the media landscape reflects and shapes Irish society.”

“Ireland is central to European regulation as so many large platforms are based here. There are many opportunities to represent Ireland and to contribute at international forums”

Our Purpose & Mission

Purpose

Coimisiún na Meán (“An Coimisiún”) is Ireland’s new commission for regulating and supporting broadcasters and online media.

We are implementing a new regulatory regime for online safety. As well as protecting people in Ireland from online harms, we will be the regulator for the whole of Europe for the many large online platforms whose European headquarters are in Ireland – working closely with the European Commission and our counterparts across Europe. We will enforce rules that platforms must follow in order to keep their users safe. In time, we will establish a mechanism for giving advice to users and for considering complaints when users are dissatisfied with the way a platform has handled a complaint.

We regulate broadcasters and video-on demand providers. We make and enforce codes and rules that broadcasters must follow on matters such as balance in news and current affairs, protecting children from age-inappropriate material, political advertising, promoting gender balance and ensuring access for people with disabilities. We will review our codes and rules and extend them to video-on-demand providers such as streaming services and people who upload videos for commercial gain. We also award broadcasting contracts to commercial radio and TV stations, review the performance of public service broadcasters such as RTÉ and TG4 and make recommendations about their funding. We also handle complaints from the general public about programme material.

We support the wider media sector. We run funding schemes to support the development of content that reflects and shapes Irish society, including content in the Irish language. For instance, we are proud to have funded An Cailín Ciúin, the first ever Irish-language film to be nominated for an Oscar. Over the next year we will establish new funding schemes to support local journalism and we will take initiatives related to Irish language, sustainability, and equality, diversity and inclusion. We also promote media literacy. We expect to take on a wider media development role in coming years

Mission

Our mission is to ensure a thriving, diverse and safe online and media landscape. This means a mix of different voices, opinions and sources of news available over the air and online. It means children and all of us being protected from harmful content.



About This Role

Role Mission

Coimisiún na Meán ("An Coimisiún") is Ireland's new commission for regulating and supporting broadcasters and online media. Our mission is to ensure a thriving, diverse, and safe online and media landscape. This means a mix of different voices, opinions and sources of news available over the air and online. It means children and all of us being able to engage with a safe, predictable and trustworthy online environment. As a member of the Media Landscape division in which the Public Service Media ("PSM") role sits, you will be joining Coimisiún na Meán at a very exciting time of ambitious and significant change for media regulation.

The mission of the PSM team is to undertake key statutory and policy agendas and drive project work and strategy in this area. The team will perform, evaluate and lead on important PSM functions but also inform and drive our regulatory work via external third parties / stakeholders on behalf of an Coimisiún. It will also contribute towards the creation of legislative proposals and ensure timely delivery of our statutory obligations as they relate to PSM.

Role Purpose

The Assistant Director (Assistant Principal Officer) in An Coimisiún is a senior management role with significant operational delivery responsibilities. Assistant Directors are expected to contribute actively to the development and implementation of the organisation's strategic objectives, to the continuous improvement of the organisation and team in terms of its effectiveness and efficiency and to demonstrate behaviours consistent with the organisation's culture, values and reputation.

In the PSM team, Assistant Directors will lead on project and policy development, design, budgeting, and implementation, and delivering high quality outcomes that drive the PSM agenda forward. They will manage people and projects, along with internal stakeholders and external third parties.

Key Responsibilities

- Influencing the PSM Policy agenda and approach both internally and with external stakeholders.
- Mapping and managing the PSM workplan.
- Hiring, developing, and managing a high-performing team.
- Senior lead and representative within the broader Media and AV Sector, representing CNAM's PSM work at a local and international level.
- Driving the implementation of the statutory work of the PSM Team.
- Contribute to the PSM Policy agenda and approach both internally and with external stakeholders.
- Mapping and management of the PSM workplan.
- Supporting and leading on other PSM Project work including recommendations of the Future of Media Commission Report as required.
- Hiring, developing, and managing a high-performing team.
- Senior lead and representative within the broader Media and AV Sector, representing CNAM's PSM work at a local and international level.
- Support the Director of Public Service Media in engagement with key department and regulatory contacts.

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

- Considerable knowledge of the PSM landscape and CNAM's regulatory remit with at least 5 years relevant work experience, with a minimum of 2 years of senior line management experience;
- Experience in developing policy and strategy reports / project briefs and managing high level workflows, including design, planning, budgeting, analysis, and reporting;
- Experience in creating detailed project workplans and communication, leading teams to deliver across multiple priority areas;
- Excellent planning and organisational skills and the ability to prioritise effectively and manage a significant and diverse workload;
- Well-developed interpersonal skills with the ability to build relationships with many different stakeholders and demonstrate negotiation and influencing skills;
- Ability to work on own initiative as well as within project teams;
- Excellent written communication skills in a variety of forms including presentations, policy documents, correspondence and reports.

Desirable Criteria

- Experience in driving PSM policy and strategy within a regulatory environment
- Qualification in project management and / or policy development
- Fluency in or working knowledge of the Irish language.

Competencies

Please see the list of competencies that will be assessed at interview stage for this competition:

- Team Leadership
- Judgement, Analysis and decision making
- Management and Delivery of Results
- Interpersonal and Communication skills
- Specialist Knowledge, Expertise and Self Development
- Drive & Commitment to Public Service Values

Key Information

About the package & application process

Package

- This position is offered on a Permanent basis.
- Full time, 35 hrs per week
- Location: The role will be a hybrid role combining home and office working. An Coimisiún's offices are located at One Shelbourne Buildings, Shelbourne Road, Dublin 4, D04 NP20.

Grade and Pay Scale:

- This position is graded at the [Assistant Principal](#) (standard) Grade.
- Details of other benefits, terms of employment and eligibility can be found on Coimisiún na Meán's website at www.cnam.ie/careers within the dedicated microsite linked below.
- 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 and a letter/personal statement (i.e., no more than 2/3 pages) outlining why you believe your skills, experience and values meet the requirements of the position via our careers microsite [here](#).
- If you have any special requirements throughout the recruitment process, for example, if you have a visual impairment or are neuro-divergent, we are happy to accommodate your needs where possible, please reach out to us via cnam@cpl.ie to request support.
- Appointment to this role is subject to the candidate's eligibility to work in Ireland and all positions require candidates to live in the Republic of Ireland.
- Candidates who engage in canvassing will be disqualified and excluded from the process.

Closing Date: 16th April 2024 at 3pm





Coimisiún na Meán

Coimisiún na Meán has a key role in stimulating greater equality, diversity and inclusion in the media and in supporting sustainability through environmental initiatives across the wider media sector this is also reflective of our workforce.

We are incredibly proud to be on a journey towards achieving excellence in diversity, equity and inclusion.

We have already been awarded the 'Investors in Diversity' Bronze Award by the National Centre for Diversity, and we are working towards reaching the Gold Award.

An Coimisiún commits to ensuring that all recruitment activity is designed to promote a Diverse workforce with equality at its forefront.