

# Assistant Director, Media Literacy & User Education

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 of Media Literacy and User Education**.

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 of Media Literacy and User Education. 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**

# 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

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***“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”***

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# 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

This role represents an exciting opportunity to bring your existing skills to new challenges and contribute to Coimisiún na Meán during a significant period of growth. Coimisiún na Meán's is establishing an expert Media Literacy and User Education function that is focused on enhancing media literacy in Ireland in line with the key priority areas of Coimisiún na Meán, and in particular in relation to online safety for minors and mis- and disinformation in the context of electoral integrity. The team will also provide ongoing support for the Irish Media Literacy Network called Media Literacy Ireland. Additionally, the team is also responsible for the design, development and implementation of media literacy and user education initiatives that support Coimisiún na Meán in meeting its statutory obligations with regard to media literacy. The Assistant Director will be managing a small team tasked with increasing collaboration, information-sharing and debate to improve media literacy in Ireland, deliver effective resources for the public, raising awareness and evaluating impact of key interventions so that Coimisiún na Meán's strategy may evolve.

## Role Purpose

The Assistant Director (Assistant Principal Officer) in An Coimisiún is a senior management role with significant strategic and 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.

As Assistant Director, reporting to the Director of Media Literacy and User Engagement, you will work closely with An Coimisiún's colleagues in Regulatory Policy, Communications, Platform Supervision and Media regulation, providing expert input and supporting strategic delivery. This role offers a fantastic opportunity to shape and enhance the understanding, engagement and participation of the public in the media landscape and promote media literacy.

## Competencies for this role

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

- 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 Responsibilities

- Developing strategies and initiatives to make a material contribution to the existing media literacy sector in Ireland,
- Mapping and management of the Media Literacy and User Education workplan, budgets, project and operational plans, aligned with organisational strategic priorities
- Initiating pilot trials, initiatives and campaigns to promote media literacy, user engagement and public awareness of rights, and regulatory processes.
- Contributing to the Media Literacy and User Education agenda, strategy and approach both internally and with external stakeholders, including Ireland's leading media literacy network Media Literacy Ireland and international stakeholders
- Hiring, developing, and managing a high-performing team
- Design and implement strategic evaluation of initiatives, using a Theory of Change framework
- Supporting the identification and prioritisation of annual media literacy themes, to be rolled out across the function and aligned with Coimisiún na Meán's Communications strategy
- Exploring the feasibility of developing and implementing Coimisiún na Meán funded grants for media literacy initiatives and/or research based on these themes
- Identifying areas of research required to deliver the goals of the User Education Function and liaise accordingly with the Research Unit within Coimisiún na Meán
- Representing An Coimisiún externally, including at closed meetings and public conferences

**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

- A recognised qualification/degree of at least Level 7 on the National Framework of Qualifications in a relevant discipline, for example in education, sociology, social sciences, media studies, journalism, psychology, psychology of learning, digital education, digital communications and marketing, instructional design, media education and/or media literacy.
- Considerable knowledge of the media literacy landscape and An Coimisiún's user education remit with at least 5 years relevant work experience, with a minimum of 2 years of senior line management experience
- Deep understanding of, and commitment to the role of media literacy and user education in supporting public and civic empowerment.
- Expertise and practical experience of media literacy and/ or media education and an interest in developing media literacy and user education materials for a variety of audiences.
- Knowledge of delivering, evaluating and optimising public awareness messaging and digital media campaigns.
- Well-developed interpersonal skills and demonstrated ability to build relationships with many different stakeholders in different environments.
- Strong analytical skills, and ability to use your judgement to cut through complex issues to identify and communicate the bigger picture.
- Strong project management skills, including the ability to manage a varied and demanding workload and to prioritise resources effectively in an agile manner
- A demonstrated ability to communicate clearly, concisely and confidently to a variety of audiences, orally and in writing summaries and analysis.

### Desirable Criteria

- Experience in working as part of multi-disciplinary teams, and in cross-functional ways.
- Experience working with networks and representative bodies
- Qualification in project management and / or policy development
- Flexibility and adaptability to changing or ambiguous circumstances.

# 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 [scale](#).
- Details of other benefits, terms of employment and eligibility can be found on Coimisiún na Meán's website at [www.cnam.ie/careers](http://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 the website [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](mailto: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: 3pm Thursday 9<sup>th</sup> May**



# 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.