

Manager, Media Literacy and User Education

Applicant Information Pack



April 2024
Higher Executive Officer



Coimisiún
na Meán

Welcome to Coimisiún na Meán

Dear Applicant

Thank you for your interest in the role of Manager 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 a Manager 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

“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

As a Manager (Higher Executive Officer) within the Media Literacy and User Education team, you will be responsible for overseeing and managing projects, processes, and initiatives pertaining to Coimisiún na Meán's media literacy and user education programme. You will be required to lead and coordinate efforts across your team, ensuring timely project execution, stakeholder engagement and collaboration, articulation of best practice media literacy objectives, clear, factual and accessible user education material, adherence to good governance practices, and continuous improvement of processes.

Role Purpose

The Higher Executive Officer role in an Coimisiún is a middle management role with significant managerial responsibilities. Managers are expected to contribute actively to the implementation of the organisation's strategic objectives, to the continuous improvement of the organisation in terms of its effectiveness and efficiency and to demonstrate behaviours consistent with the organisation's culture, values and reputation. Working within the Media Literacy and User Education team, managers are required to demonstrate an approach to working that is premised on flexibility, collaborative working but also individual accountability and collective responsibility. It also requires that Managers are proactive in seeking information and generating solutions. Managers should demonstrate the ability to manage multiple and varied tasks and conflicting priorities, using appropriate delegation, prioritisation and resourcefulness. A key responsibility of managers is people management and development and ensuring consistent implementation of the organisation's policies. They are expected to role model the Performance Management and Development (PMD) brand and to lead by example by actively engaging in the ongoing development of staff as well as actively eliciting feedback that can contribute to an improvement in their own performance.

Competencies for this role

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 Responsibilities

- Working strategically with the Director and Assistant Directors to develop and implement an annual workplan relating to the team's programmes in media literacy and user education.
- Working closely with existing partners, including the multi-stakeholder network Media Literacy Ireland, to support the delivery of the network's objectives
- Building and maintaining strategic partnerships with other organisations in Ireland and abroad.
- Supporting the development and implementation of media literacy and user education strategies, policies and initiatives, including relevant outreach programmes, awareness campaigns and other projects as required.
- Advising, developing and/or supporting the creation of new user education online resources, using creative, factual and clear articulation of the role of Coimisiún na Meán and the rights of users.
- Contributing to and developing public awareness campaigns and initiatives that will support and complement the user-focused areas of the Coimisiún na Meán website and user-focused communications on Coimisiún na Meán's social media accounts.
- Ensuring that all media literacy/user education outputs including online content/programmes are effectively monitored and evaluated using appropriate and effective methodologies, and that findings inform their development and are shared with colleagues internally and with the wider stakeholder base as appropriate.
- Collaborating with key Coimisiún na Meán functions such as Online Safety, Digital Services, User Experience and Communications to ensure a joined-up and consistent approach to delivering media literacy initiatives and user education resources.
- Planning, implementing and supporting appropriate outreach programmes for schools, teachers and families, to help empower Irish people with the skills and knowledge to make informed choices about the media content and services that they consume, create and disseminate.

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.
- At least 3 years relevant experience, with a minimum of 1 year of line management experience.
- Successful track record of creating, developing and/or implementing high quality educational and information resources for the public, including schools and/or families, ideally in a media, arts or education setting.
- Deep understanding of, and commitment to the role of media literacy in supporting citizen empowerment.
- Excellent written communication skills and an ability to write and edit engaging and accessible text for a range of purposes, e.g. reports, policy briefs, learning resources, etc.
- Highly organised with a keen eye for detail, the ability to work well under pressure in a fast-paced environment, and the ability to prioritise effectively while managing a significant workload.
- Proven track record of working independently and accepting responsibility for projects.
- Well-developed interpersonal skills with the ability to build and maintain relationships with many different stakeholders and demonstrate strategic thinking.
- An understanding of, and interest in, the Irish regulatory and media landscape.

Desirable Criteria

- Experience in both working and thriving in an evolving organisation.
- Experience of contributing to the design and operational set up of new processes and procedures;
- Illustrate a proficiency in the use of the Irish Language

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 Higher Executive Officer [scale](#).
- 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 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 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 9th 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.