

Press and Public Affairs Officer

Applicant Information Pack



May 2024
Executive Officer



Coimisiún
na Meán

Welcome to Coimisiún na Meán

Dear Applicant

Thank you for your interest in the role of Executive Officer, Press and Public Affairs.

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.

There is a high degree of public scrutiny on us and our organisation, and our new responsibilities. The Communications and Public Affairs Team plays a key role in ensuring that the role and activities of Coimisiún na Meán are effectively communicated to a wide range of audiences.

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

Coimisiún na Meán is a rapidly-growing organisation with a wide remit to enrich Ireland's media landscape, so effective communications will be at the heart of our success. There is a high degree of public interest and scrutiny in our organisation and our activities, some of which are new, such as online safety regulation or new media funding schemes. This is an exciting opportunity to join a rapidly-growing organisation with a captivating story to tell. The work of a regulator can seem dense and technocratic, our team's job is to bring it to life in a way that resonates with our various audiences. We work closely with our User Education Team, who are responsible for public awareness campaigns targeted at the general public.

Role Purpose

The purpose of this role is support Coimisiún na Meán's communications activities, primarily focused on media relations and public affairs. We have a busy press office dealing with journalists based in Ireland and farther afield, due to our central role in EU digital regulation. We are also in regular contact with TDs and Senators, government officials and other public bodies. Commissioners and other staff are visible and active externally, explaining our mission, organisation and work to various audiences. We are looking for a team member who can contribute across the full range of these areas, as well as supporting our digital and events activities.

Key Responsibilities

- Working as part of the Press Office function to effectively triage and respond to media enquiries.
- Assisting with the monitoring and analysis of Coimisiún na Meán's media and press coverage as well as other topics of interest to the organisation.
- Tracking political developments in the Oireachtas and beyond to ensure that colleagues across Coimisiún na Meán are kept apprised of relevant developments.
- Drafting high-quality press releases, website content and other communications materials.
- Helping staff to prepare for political engagements, Oireachtas Committee hearings, event appearances etc.
- Planning and executing public and private events from concept to delivery.
- Working with other teams and divisions across Coimisiún na Meán to plan and deliver communications deliverables that support organisational and project objectives.
- Supporting the development and updating of core project materials including key messages, Q&A, response lines, briefings and presentations, which can be adapted for use across multiple channels and platforms.
- Working with colleagues in the team on the management of Coimisiún na Meán's digital and social presence.
- A range of other duties as required, depending on the needs of the team and the organisation.

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

About You

We are looking for an early career professional with a background in public relations and public affairs. You might have gained experience in the political sphere, in consultancy, in-house, or in the public sector. We are particularly eager to find candidates who can work through the Irish language. Our broad remit covers broadcasting, online safety and media development, so if you have previous experience of any of these sectors, all the better.

Essential

- Fluency in the Irish language and an ability to communicate with stakeholders through Irish.
- Excellent written and oral communication skills.
- Strong organisational, planning, time management, project management, problem-solving skills.
- Ability to handle various tasks under pressure and meet deadlines;
- Public affairs and media relations experience.

Desirable

- An interest in public policy relating to broadcasting, content and the digital/tech sector.
- Good attention to detail and an understanding of how to turn data and facts into a compelling story for a particular target audience.
- A recognised qualification/degree of at least Level 7 on the National Framework of Qualifications in a relevant discipline is highly desirable OR
- At least 2 years' relevant experience, working in 2 or more of the following areas: Multimedia/Communications, Press office, Marketing, Public Relations, Journalism, Public Affairs, Politics;

Key Competencies

- People Management
- Analysis & Decision Making
- Delivery of Results
- Interpersonal and Communication Skills
- Specialist Knowledge, Expertise and Self Development
- Drive and 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 [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 [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: 28th May 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.