



## Candidate Information

Communications and Engagement Executive (Executive Officer)

Feidhmeannach Cumarsáide agus Rannpháirtíochta

Corporate Governance and Public Affairs Department

Closing Date: Friday 22nd March 2019

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## Introduction

### About PSI – The Pharmacy Regulator

The Pharmaceutical Society of Ireland (PSI) is a public body established in law to protect the health, safety and wellbeing of patients and the public by regulating pharmacists and pharmacies in Ireland.

Our principal function is to ensure patient safety and public protection. We are committed to carrying out our work independently, ethically, and transparently. The Pharmacy Act 2007, as amended, established the statutory role and the responsibilities of PSI as the pharmacy regulator, which include:

- Registration of pharmacists, pharmaceutical assistants and pharmacies, in line with statutory requirements;
- Setting standards for pharmacy education and training at undergraduate and postgraduate level;
- Ensuring all registered pharmacists are undertaking appropriate continuing professional development (CPD);
- Promoting good professional practice by pharmacists, by raising standards and sharing information for the benefit of patients and the wider health system;
- Assessing compliance and taking actions to address poor performance, practices and behaviours through our inspection and enforcement functions, by considering formal complaints made against a pharmacist or a pharmacy and through the imposition of sanctions;
- Providing advice, support and guidance to the public, pharmacy profession and Government on pharmacy care, treatment and services in Ireland.

These functions form the basis of the work we do to promote and assure public confidence and trust in pharmacy practice and pharmacy-delivered care and services in Ireland.

### Governance

The PSI is a public body, which is independent in the exercise of its statutory functions. For public accountability purposes, the PSI operates under the aegis of the Department of Health.

The PSI is governed by a 21-member Council and each member is appointed by the Minister for Health in accordance with the provisions of the Pharmacy Act 2007. The Registrar/CEO is responsible for the day-to-day operation of the PSI.

## Our Vision, Mission and Values

### Our Vision

That the public has access to trusted pharmacy services and that the PSI makes a clear and demonstrable contribution to the availability and quality of those services.

### Our Mission

We protect and promote the health, safety and wellbeing of patients and the public by taking timely and effective action to ensure that pharmacists in Ireland are competent and that pharmacies are operating to high standards of safety and reliability.

### Our Values

Our values underpin how we deliver on our mission. They guide our behaviour, the expectations we set ourselves, and the experience of others who engage with us. They provide evidence as to our commitment to equality and human rights in how we fulfil our role.

Our values ensure that we achieve the objectives set in the PSI [Corporate Strategy 2018-2020](#) in ways that are properly accountable and which meet with the high standards expected of public bodies and of the public servants who work within them.

The infographic is a dark blue rounded rectangle containing five value statements, each with a circular icon and a title in teal. The values are arranged in two columns. The first column contains 'Serve the public', 'Everyone Counts', and 'Work Together'. The second column contains 'Lead by example' and 'Embrace Change'.

- Serve the public**  
The safety of the public is at the heart of everything we do, and we act to ensure that safety.
- Lead by example**  
We behave with integrity and objectivity. Our actions are evidence-based and timely.
- Embrace Change**  
We are innovative and we adapt to achieve results and continuously improve.
- Work Together**  
We work in partnership with our colleagues and all our stakeholders.
- Everyone Counts**  
We value, appreciate and respect everyone we engage with.

More information about our role and the work that we do is available on our website [www.psi.ie](http://www.psi.ie).

## Position Specification

<b>Title:</b>	Communications and Engagement Executive/ Feidhmeannach Cumarsáide agus Rannpháirtíochta
<b>Reporting Relationship:</b>	Reports to the Head of Corporate Governance and Public Affairs
<b>Grade:</b>	Executive Officer
<b>Contract Type:</b>	Full-time Permanent
<b>Location:</b>	Post will normally be located at PSI House, 15-19 Fenian Street, Dublin 2. Post-holder may be required to travel, from time to time, in performance of their duties.

### Role purpose

The Communications and Engagement Executive will be responsible for a range of activities that support the implementation of the PSI's Communications Strategy, which is focused on improving and enhancing our engagement with key stakeholders so that we effectively fulfil our regulatory duties. This will include leading on initiatives, as well as providing assistance to colleagues across the organisation so that the PSI delivers consistent, timely and professional messages related to its role as the pharmacy regulator in Ireland.

The PSI is in the process of enhancing its channels of communication in order to ensure we are raising awareness of our role and impacting public and patient care. Working with the Head of Corporate Governance and Public Affairs, and the Communications Officer, the role holder will be expected to assist with and identify developments that will contribute to useful engagement opportunities and an effective digital presence.

Day-to-day responsibilities will include maintaining up-to-date communication platforms – website, social media and e-newsletter – as well as developing infographics, video and other content for use. In addition, the post-holder's role will include organising stakeholder events, managing the primary email account for the organisation, maintaining a contacts database, and co-ordinating design and print production.

This post is essential to operational aspects of the PSI's Communication and Public Affairs function and working as part of the Corporate Governance and Public Affairs Department, other duties may include assisting with compliance and reporting requirements and supporting the work of PSI committees or its Council.

### Key duties and responsibilities

Key duties of the role will include but are not limited to:

- Support and participate in the delivery of all significant outward communication in conjunction with the Head of Corporate Governance and Public Affairs
- Encourage and support the PSI's requirement to provide up-to-date, clear and useful information on our website, other communications channels, and for consultations

and events, by actively engaging with colleagues across a range of projects and initiatives

- Use PSI communications platforms and software applications to maintain and /or draft updated web and social media content, create infographics, and video content
- Deal with external queries and complaints and be fully familiar with relevant PSI policies and developments
- Draft and/or co-ordinate responses to external emails, parliamentary questions, and escalate issues as required
- Contribute significantly to drafting and publication of the PSI's annual report, and other corporate reports and other materials as required
- Work with an external media monitoring service to ensure relevant media content is available to PSI staff and Council members
- Provide regular reports on audience engagement and use of the PSI's website, social media and other communications platforms
- Promote a plain English approach to sharing information, encourage consistent application of the PSI brand and style guide.
- Input to the design of documents and other materials, proof-read content and provide feedback, and manage design and print arrangements with external providers, taking a value for money approach
- Maintain and update a centralised contacts database of PSI stakeholders
- Take a role in the implementation of a new PSI website including content drafting and migration, and involvement in user testing
- Identify risk and assist the organisation in our purpose of mitigating regulatory risk in the interests of assuring the public of safe pharmacy care and services
- Work with a member of the Executive Leadership Team to provide secretariat assistance to committee meetings as required, including the preparation and circulation of papers and the keeping of meeting minutes
- Assist with general office administration and support e.g. reception duties, as required etc.
- Actively participate in other PSI quality improvement activities, strategy projects or staff initiatives as required, or any other tasks as may be assigned by the Head of Department or CEO from time to time

*NB: Th role will evolve in line with changing functions and development of the PSI.*

### Key requirements

The ideal person will have:

- A relevant third level qualification or equivalent
- At least two years' relevant experience in an administrative role is required, preferably in the area of Communications or PR
- Strong proficiency in the use of website content management systems, other creative/software applications, as well as knowledge of general office processes is essential
- Superior communication skills, both written and verbal

- Excellent attention to detail
- Excellent organisational skills with a results focus. The person must have the ability to handle multiple priorities and deliver targets within tight time frames while contributing to a high-quality service
- Ability to encourage and support colleagues across different functions in their delivery of customer/stakeholder focused communication and engagement
- Ability to take ownership and work on own initiative
- Enthusiasm, professionalism and flexibility

In addition, the following are considered desirable:

- Knowledge of a regulatory / education / health and social care environment
- Knowledge of social media use in an organizational context
- Experience in using Adobe InDesign or similar, online survey tools, e-newsletter software and online video/animation development
- Knowledge and familiarity with search engine optimisation and website analytics for reporting and improvement purposes

## Key competencies

### Communications and Engagement Executive, Corporate Governance and Public Affairs Department

Competencies	Description
<b>1. Specialist Knowledge / Expertise &amp; Self Development</b>	<ul style="list-style-type: none"> <li>• Displays high levels of skills/expertise in own area and provides support and guidance to colleagues</li> <li>• Has a clear understanding of the role, objectives and targets and how they support the service delivered by the PSI and can communicate this to the team</li> <li>• Leads by example, demonstrating the importance of development by setting time aside for development initiatives for self and the team</li> </ul>
<b>2. Delivery of Results</b>	<ul style="list-style-type: none"> <li>• Takes ownership of tasks and is determined to see them through to a satisfactory conclusion</li> <li>• Is logical and pragmatic in approach, setting objectives and delivering the best possible results with the resources available through effective prioritisation</li> <li>• Constructively challenges existing approaches to improve efficient customer service delivery</li> <li>• Accurately estimates time parameters for project, making contingencies to overcome obstacles</li> <li>• Minimises errors, reviewing learning and ensuring remedies are in place</li> <li>• Maximises the input of own team in ensuring effective delivery of results</li> <li>• Ensures proper service delivery procedures/protocols/reviews are in place and implemented</li> </ul>
<b>3. Analysis &amp; Decision Making</b>	<ul style="list-style-type: none"> <li>• Effectively deals with a wide range of information sources, investigating all relevant issues</li> <li>• Understands the practical implication of information in relation to the broader context in which s/he works – procedures, divisional objectives etc.</li> <li>• Identifies and understands key issues and trends</li> <li>• Correctly extracts &amp; interprets numerical information, conducting accurate numerical calculations</li> <li>• Draws accurate conclusions &amp; makes balanced and fair recommendations backed up with evidence</li> </ul>
<b>4. Team Work/Engagement</b>	<ul style="list-style-type: none"> <li>• Consults and encourages the full engagement of the team, encouraging open and constructive discussions around work issues</li> <li>• Values and supports the development of others and the team</li> </ul>

	<ul style="list-style-type: none"> <li>• Encourages and supports new and more effective ways of working</li> <li>• Deals with tensions within the team in a constructive fashion</li> <li>• Encourages, listens to and acts on feedback from the team to make improvements</li> <li>• Actively shares information, knowledge and expertise to help the team to meet its objectives</li> </ul>
<p><b>5. Interpersonal &amp; Communication</b></p>	<ul style="list-style-type: none"> <li>• Modifies communication approach to suit the needs of a situation/ audience</li> <li>• Actively listens to the views of others</li> <li>• Liaises with other groups to gain co-operation</li> <li>• Negotiates, where necessary, in order to reach a satisfactory outcome</li> <li>• Maintains a focus on dealing with customers in an effective, efficient and respectful manner</li> <li>• Is assertive and professional when dealing with challenging issues</li> <li>• Expresses self in a clear and articulate manner when speaking and in writing</li> </ul>
<p><b>6. Commitment to PSI Values</b></p>	<ul style="list-style-type: none"> <li>• Committed to public safety and the PSI’s focus on effective regulation and awareness raising for that purpose</li> <li>• Values, appreciates and respects everyone engaged with</li> <li>• Works in partnership with colleagues and all stakeholders</li> <li>• Behaves with integrity and objectivity, actions are evidence-based and timely</li> </ul>

### Probation

A probationary period of eleven months applies to this position.

### Pay

Personal Pension Contribution PPC (Personal Pension Contribution) salary for this position, with effect from 1 January 2019, is as follows:

€29,609 €31,329 €32,460 €34,364 €36,071 €37,720 €39,364 €40,974, €42,600 €44,181  
€45,812 €46,891 €48,427 (LSI-1), €49,960 (LSI-2)

This rate will also apply where the appointee is an existing civil or public servant appointed on or after 6 April 1995 and is required to make a personal pension contribution.

Long service increments may be payable after 3(LSI-1) and 6(LSI-2) years satisfactory service at the maximum of the scale.

**Important Note:** Entry will be at the minimum point of the scale and the rate of remuneration will not be subject to negotiation and may be adjusted from time to time in line with Government pay policy.

Subject to satisfactory performance increments may be payable in line with current Government Policy.

Candidates should note that different pay and conditions may apply if, immediately prior to appointment, the appointee is a serving civil or public servant.

### Superannuation

The successful candidate will, upon appointment, become a member of the appropriate pension scheme. Pension scheme membership will be notified within the contract of employment.

### Hours of attendance/working Week

The normal working week is not less than 37 hours, exclusive of lunch breaks. The successful candidate will be required to work such additional hours from time to time as may be reasonable and necessary for the proper performance of his/her duties, subject to the limits set down in the working time regulations. The rate of remuneration payable covers any extra attendance liability that may arise from time to time.

Hours of attendance may be subject to change from time to time in line with government/local policy and practices.

### Annual leave

Annual leave is 23 days per annum, rising to 24 days per annum after 5 years at this grade service, rising to 25 days per annum for between 10 years and 12 years-service, with additional increases to 26 days between 12 years and 14 years and a final increase to 27 days when over 14 years' service. This allowance is subject to the usual conditions regarding the granting of annual leave and is on the basis of a five-day week and is exclusive of the usual public holidays and Good Friday.

### Outside employment

The role of Communications and Engagement Executive is full-time, and the appointee may not engage in private practice or be connected with any outside business which conflicts in any way with his/her duties, impairs performance or compromises his/her integrity.

The appointee must avoid involvement in outside employment/business interests in conflict or potential conflict with the business of the PSI. Clarification must be sought from management where doubt arises.

### How to apply

To apply for this post, each candidate should submit a comprehensive covering letter outlining why they believe their skills, experience and values meet the requirements of the post highlighting the relevant key competencies along with an up-to-date CV.

This documentation should be emailed to Kevin Griffiths, HR Development Project Manager, at [recruitment@psi.ie](mailto:recruitment@psi.ie) on or before the closing date of 5.30pm on the **Friday 22nd March 2019**

Late applications will not be accepted.

The PSI is committed to a policy of equal opportunity.

### Selection process

The selection process may include:

- A shortlisting of candidates based on the information submitted in their application;
- A competitive interview before a main interview board which may include an assessment and/or presentation;
- An offer of employment will be dependent upon the candidate furnishing suitable references and upon their successful completion of a pre-employment medical.

### References

We would appreciate it if candidates could start considering names of people who would be a suitable referee that we might consult (2-3 names and contact details). Please be assured that PSI will only contact referees should you come under consideration for appointment after interview stage.

### Interview

Proposed date for interviews will be the **Wednesday, 3<sup>rd</sup> April 2019**.

The onus is on all applicants who are shortlisted for interview to ensure they are available for interview on the identified date. Please note that the PSI is not in a position to reimburse expenses incurred by applicants for interview.

Candidates who do not attend for interview or other assessment when required, or who do not, when requested, furnish such evidence as the PSI requires in regard to any matter relevant to their candidature, will have no further claim to consideration. Candidates are expected to provide all requested documentation. Failure to do so will result in the candidate

being deemed to have withdrawn from the competition and their candidature will receive no further consideration.

### Candidate obligations

Candidates must not:

- Knowingly or recklessly provide false information
- Canvass any person with or without inducements
- Personate a candidate at any stage of the process
- Interfere with or compromise the process in any way.

### GDPR Privacy Notice – recruitment process

#### Purpose

The PSI conducts a competency-based recruitment process. Candidates are asked to submit a CV and a comprehensive covering letter, in the case of other posts an application form. The recruitment process may also involve psychometric testing and a pre-employment medical assessment.

As part of the recruitment process, PSI will process personal data relating to potential candidates. Personal data means any information relating to an identified or identifiable living individual. The categories of personal data defined by the General Data Protection Regulation (“**GDPR**”) include identification data e.g. name, address and emails. It also includes special categories of personal data for more sensitive information such as data concerning health. In meeting its data protection obligations, the PSI is committed to being accountable and transparent about how it collects and uses personal data provided in your application and as part of the recruitment process.

In the case of a successful candidate, some of the information provided during the recruitment process will form the basis of the contract of employment (e.g. name, address).

#### Legal basis for processing personal data

The PSI processes the personal data contained in your CV, covering letter of application and/or application form obtained during the recruitment process on the basis of consent, Article 6(1)(a) of the GDPR. Consent is demonstrated by the submission of the signed consent form to accompany your CV and covering letter of application. The consent form is available for download from the PSI website: <https://www.thepsi.ie/tns/about-psi/recruitment.aspx>. Consent is required from the applicant in order to process any personal data in your application for the specific purpose of progressing your application during the recruitment process.

In the case of a successful candidate(s), some of the information provided during the recruitment process will form the basis of the contract of employment (e.g. name, address). The personal data of potential employees, and employees, is processed on the basis that it is necessary for the PSI’s compliance with legal obligations (Article 6(1)(c) GDPR), which

includes employment legislation. PSI personnel are provided with an internal privacy statement in relation to the use of employee information.

### How your information may be shared

The following parties may receive your information for reasons outlined below:

<b>Recipient</b>	<b>Purpose</b>
HR (PSI internal)	Storing application, acknowledging responses and corresponding with candidates.
HR (external service provider)	In the recruitment of certain posts, the PSI may outsource some or all parts of the recruitment process to an external service partner. An external service partner will receive candidate submissions, in full or part, to assist with administration or assessment for the post, or to manage the entire recruitment process.
Designated Hiring Manager	The designated hiring manager(s) and/or a Head of Department will receive applications to conduct shortlisting of candidates.
Interview Panel	Member(s) of Interview Panel(s), including the designated Hiring Manager and/or Head of Department and /or independent member(s) external to the PSI will receive applications to conduct the assessment of candidates.
HR (external service provider – psychometric or other testing)	In the recruitment process for certain post, the PSI may require psychometric or other testing to be carried out by an external service provider. The external service provider will receive candidate information, in full or part, to be used as directed by the PSI to conduct the assessment and provide information to the PSI. They will hold information relating to a candidate only for a period necessary to fulfil the service required.
Referees	Candidates are asked to provide references who can be contacted to validate work history and/or comment on suitability of the candidate for the position. Where a candidate gives consent for the PSI to contact a named referee(s), referee(s) will be provided with the candidate's name for the purpose of providing the reference.
Occupational Health	If considered for appointment to the role, a candidate will be asked to undergo a pre-employment medical assessment. The PSI will notify the occupational health provider of the name of the candidate and contact telephone number.

### Data transfers outside the EU/EEA

There is no transfer of information outside of the EU/EEA in the course of this process.

### Automated decision making

This does not apply to this process.

### How long we store your data

The PSI has a document management policy and retention schedule in relation to the information it holds. This may be updated from time to time.

For unsuccessful candidates, applications and all relevant correspondence will be retained and held securely by the PSI’s HR Office for a period of 12 months. At the end of that period, or once you withdraw your consent, your data is securely deleted or destroyed.

For successful candidates, their application (to include interview records, assessments such as psychometric tests and evaluations of interviews conducted) will be placed on their employee file and retained during the course of their employment and for an appropriate period thereafter.

### Your data protection rights

You have rights in relation to the data held and processed about you by the PSI. The PSI has a Data Protection Officer, who can be contacted if you wish to exercise your data protection rights.

**Email:** [dataprotection@psi.ie](mailto:dataprotection@psi.ie)

**Address:** Data Protection Officer, Pharmaceutical Society of Ireland, PSI House, Fenian Street, Dublin 2, D02 TD72.

There is a [subject access request form](#) available on the PSI website.

Right	Explanation
Access	You can request and receive access to the information held about you for the purpose of this process at any time.
Portability	You can request and receive a copy of this information, in electronic/transferrable format, at any time.
Erasure	You can request the data held be erased. The anticipated retention period is outlined above.
Rectification	You can request to have any incorrect information about you updated or corrected.
Objection	You can withdraw your consent or object to this information being processed.
Complaint	You can make a complaint to the PSI’s Data Protection Officer (above) and/or make a complaint to the relevant supervisory authority in Ireland, the Data Protection Commission ( <a href="http://www.dataprotection.ie">www.dataprotection.ie</a> )