



The Competition and Consumer Protection Commission (CCPC).

Candidate Information Booklet

Job Title: Director of Communications and Consumer Information
Grade: Principal Officer (PO)
Closing date: 12.00pm, Monday, 9th March 2026



Comisiún um
Iomáchocht agus
Cóisaint Torthaíochtaí

Competition and
Consumer Protection
Commission

General Information:

Job Title:	Director of Communications and Consumer Information
Grade:	Principal Officer (PO)
Starting Salary:	<u>*€107,081</u>
	*Point of entry on this salary scale may differ from the minimum point of the scale if the successful candidate is a current public or civil servant.
Employing Authority:	Competition and Consumer Protection Commission (CCPC)
Office Location:	Bloom House, Railway Street, Dublin 1, D01 C576
Working Hours:	35 hours per week
Hybrid / Agile / Remote Working:	You will be required to attend the office at least 40% of your time and can avail of remote working up to 60% of your time, this is subject to business requirements. The CCPC generally operates on a fully remote basis during the month of August and fully remote over the Christmas period. This arrangement is subject to business requirements.
Closing Date:	12.00pm, Monday, 9th March 2026
Annual Leave:	30 days per annum
Tenure:	Wholetime, Permanent

The Competition and Consumer Protection Commission (CCPC):

The Competition and Consumer Protection Commission (“CCPC”) is the statutory body responsible for enforcing competition and consumer protection law in Ireland. The CCPC’s broad mandate, covering all sectors of the economy, gives it a vital role in ensuring that markets work better for consumers. The CCPC also has new and expanding roles in digital and data regulation as well as product safety.

We are governed by an Executive Chairperson and three Commission Members (“the Commission”). The Commission is responsible for the strategic and operational management of the organisation to deliver on our mission and meet our regulatory objectives.

Each Division of the CCPC is overseen by a Member of the Commission, led by a Divisional Director and managed by a senior management team from within the Division. We are staffed with people from a wide range of technical backgrounds, including economists, lawyers, digital forensic specialists, investigators, communications professionals and more.

You can read our [strategy statement](#) which outlines the vision, mission, values and goals of the CCPC. Further information on the work of the CCPC to be found at www.ccpc.ie.

Equal Opportunities

The CCPC is an equal opportunities employer. We are committed to championing an inclusive and diverse workforce that reflects modern Ireland and the people we serve. We strive to create a culture where everyone has equal access to opportunity and feels comfortable and confident to be themselves at work. Reasonable Accommodations will be provided, if required, during this process. To discuss and request reasonable accommodations in confidence please contact DLO@ccpc.ie

Division Overview

The Communications and Consumer Information Division is a large and dynamic division in the CCPC, previously structured into three pillar areas of work: Communications, Consumer Information and Financial Education. In 2026, the Financial Education pillar has been established as a standalone division. This new division has created a vacancy for a **Director of Communications and Consumer Information**.

The Communications and Consumer Information Division is made of up of two pillar areas of work: communications and consumer information. 29 staff work across four units, each managed by a Head of Unit at Assistant Principal level.

The Communications pillar consists of two Units and is overseen by a Deputy Director (AP1). The Communications pillar is responsible for positioning the CCPC as the leading voice in promoting open and competitive markets and representing the interests of consumers. This includes actively increasing CCPC public awareness levels, influencing public policy debates on priority issues and promoting consumer rights.

1. Corporate & Stakeholder Communications (1 AP, 4 HEO, 3 EO)

Managing all CCPC corporate communications, including publishing and promoting CCPC enforcement outcomes, merger determinations, research reports, consumer information, business guidance, policy submissions and the annual report. Developing consumer media campaigns and content to promote consumer rights and personal finance topics. Engaging regularly with media; responding to c.250 media queries p/a; supporting the Commission and senior staff in all media engagements and public affairs activities, including Joint Oireachtas Committee appearances and Ministerial engagements. Publishing engaging and high performing content to the CCPC social media channels. Overseeing the CCPC's internal communications strategy across an organisation of over 250 staff.

2. Marketing and Outreach (1 AP, 2 HEO, 2 EO)

Working with outsourced creative and media buying agencies to deliver high performing public awareness campaigns to increase public awareness of the CCPC and promote key information campaigns on consumer rights, personal finance and business compliance. Supporting CCPC engagement with the business community and other stakeholders. Organisational event management.

The Consumer Information Pillar consists of two Units and is overseen by a Deputy Director (AP1). The Consumer Information pillar is responsible for delivering insightful, accessible and expert information services that empower consumers to resolve routine problems. In turn, consumer engagements are analysed and insights shared with colleagues working in the Communications pillar, and in the CCPC's enforcement divisions and the CCPC's Research, Advocacy & International Division.

1. Contacts and Analysis (1 AP, 4 HEO, 3 EO)

Actively managing an outsourced contact centre providing phone and email support to c.45,000 consumers p/a. On-call expert support for helpline agents on consumer rights and personal finance topics. Ongoing maintenance and development of the Dynamics CRM. Assessment and routing of reports to CCPC enforcement divisions for screening. Analysis and reporting on consumer contacts.

2. Website and Digital Content (1 AP, 4 HEO, 3 EO)

Actively managing the suite of CCPC websites, including ccpc.ie, financialliteracy.ie and eccireland.ie, providing current, accurate and informative resources to consumers and businesses, and showcasing the work of the CCPC. Providing a range of digital personal finance comparison tools and calculators to support consumers in financial decision making. Working on a cross-functional basis and with external agencies to deliver an ongoing series of innovative web development projects to enhance the CCPC digital offering to the public. Publishing the CCPC's monthly consumer newsletter.

The exact divisional structure of the organisation may be subject to change over time.

The Role:

The Communications and Consumer Information Director will play a pivotal role in driving the success of the CCPC. They will work closely with the Chairperson and other Commission Members advising on communications, public affairs and consumer matters.

They will be an effective and visible leader, capable of inspiring and motivating others and playing an active role as part of the CCPC's management team in shaping and leading the organisation. This will include working on a cross-functional basis with other Directors and divisions to deliver strategic projects and communications.

The Director will be accountable for the delivery of impactful media and marketing campaigns and high performing digital and helpline information services. The role will require strong decision making and project management skills in ensuring delivery across a range of teams and projects in a dynamic and ever-changing environment.

The Director will be professional and credible, capable of anticipating and responding to strategic risks. They will engage with a wide variety of stakeholders including media, representative associations and senior public servants. They will be an experienced and expert communicator and will regularly represent the CCPC as a spokesperson on TV and radio. They will work across the full remit of the CCPC demonstrating a capacity to quickly understand and communicate complex subject matters, including consumer rights, competition law, product safety, digital regulation, etc.

In addition to filling the role of Communications and Consumer Information Director, an order of merit may be established from this campaign to fill any future vacancies that might arise in this area.

The Successful Candidate:

Candidates must demonstrate substantial expertise appropriate for a senior executive position in the CCPC. The role holder will be self-driven with strong strategic awareness and the ability to motivate staff to achieve ambitious targets and specific deadlines. Therefore, they should be able to demonstrate that they have, or have the aptitude to acquire quickly, the capacity to deal with all aspects of the work outlined in the divisional overview.

The position requires an energetic self-starter who can work collaboratively and flexibly to deliver through cross-functional teams.

Key Responsibilities:

- i. Develop, drive and deliver the strategy and workplan of the Division, providing strategic leadership and guidance to the team, managing risk, responding to unanticipated factors, and proactively contributing to the CCPC achieving its strategic objectives
- ii. Lead the development of the CCPC's profile and reputation
- iii. Provide and facilitate specialist communications advice on relevant matters to the Chairperson, Members and other divisions.
- iv. Represent the CCPC, act as a spokesperson, including in the media, present at conferences, and represent the CCPC at international events.
- v. Increase awareness of the CCPC and its role in relation to consumer rights, competition and personal finance by leading on the development of public information campaigns and activities.
- vi. Drive a programme of continuous improvement in relation to processes and the data quality provided in the management of the outsourced consumer helpline and the CCPC website.
- vii. Deliver results through delegation, staff empowerment and coaching, clearly defining and assessing team roles and performance requirements creating a culture of innovation.
- viii. Plan and manage the divisional budget, ensuring that procurement has a value for money focus with robust forecasting and management of expenditure.
- ix. Provide effective leadership and positively contribute to the corporate agenda, working collaboratively with and influencing senior management colleagues to achieve the CCPC's strategic objectives.
- x. Such other functions as may be required from time to time both nationally and internationally to fulfil the business objectives of the CCPC.

Essential:

It is required at a minimum that candidates demonstrate the following:

1. Minimum of five years senior management experience to include successfully leading a business Unit or Division in a comparable public or private sector organisation.
2. Proven ability to think and act strategically with experience of translating strategies into prioritised business work plans and delivering projects.
3. The capacity to quickly master wide-ranging briefs and propose and oversee robust effective communications strategies.
4. Experience working in a fast-paced environment and leading continuous programme improvement.
5. The ability to develop, mentor and support staff and the ability to generate strong team morale and participation including coaching managers to manage performance and optimise team effectiveness.
6. Excellent communication, networking and influencing skills, as required to deliver at a senior level.
7. Relevant experience of working with the media, including as a spokesperson.

Desirable:

- A. Senior experience in marketing, digital and web development, CRM management and/or management of public information services.
- B. Expert knowledge of consumer rights
- C. Knowledge of competition law, retail financial services or other relevant regulatory areas.
- D. Proven expertise in sourcing and managing external suppliers to deliver large-scale programmes and/or contracts.
- E. Risk and budget management experience.
- F. Significant experience of acting as senior public spokesperson across a range of topics and communications channels.
- G. Third level qualification in communications, business, leadership, strategy or other relevant discipline.

Application Process:

To apply for this role, candidates must please submit a cover letter explaining your motivation for applying for this position and what you would offer in the role (maximum 300 words) and an up-to-date CV. Applications should be sent to recruit@ccpc.ie. Applicants should note that canvassing will result in your exclusion from the process. The use of AI tools in the development of your application is not permitted.

Shortlisting:

Shortlisting of candidates will be based on the information provided in their application. In order to satisfy the shortlisting panel, you need to clearly highlight within your application how your skills and experience meet the essential criteria. If this is not clearly displayed, it may prevent your application progressing to the shortlisting stage.

Interview Process:

There will be two rounds of interviews for this role. It is expected that interviews will take place in late March and early April 2026. During the first-round interview, the CCPC will conduct competency style interviews based on the Principal Officer [competencies](#) below:

- 1) Strategic Awareness
- 2) Persuasive Communication
- 3) Decision Making
- 4) Resilience
- 5) Leading People
- 6) Results Orientation

Full details of these competencies can be found on the [CCPC careers page](#) under FAQ.

The second-round interview will involve an assessment using practical methods such as presentation skills, writing assignments or role play.

To find out more about what it is like to work in the CCPC, FAQ's, terms and conditions and the benefits on offer, please visit our [CCPC careers page](#)