



**The Competition and Consumer Protection
Commission (CCPC).**

Candidate Information Booklet

Job Title: Media Communications Manager
Grade: Higher Executive Officer (HEO)
Closing date: 3.00pm, Friday 17 April 2026



General Information:

Job Title:	Media Communications Manager
Grade:	Higher Executive Officer (HEO)
Starting Salary:	<u>*€59,435</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:	<p>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.</p> <p>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.</p>
Closing Date:	3.00pm, Friday 17 April 2026
Annual Leave:	29 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.

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. The CCPC is overseen by the Commission, and our Senior Directors have responsibility for the organisation’s Divisions, and each Division is led by a Divisional Director and their senior management team. 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 ccpccareers@cpl.ie

Division Overview

The Communications and Consumer Information Division is a large and dynamic division in the CCPC that promotes public awareness and understanding of the role of the CCPC. We empower consumers with information and education on consumer rights, personal finance, competition law and product safety. Our tools include our website, helpline, social media accounts, marketing campaigns, public relations, stakeholder engagement and education programmes. We also engage with the business community and other stakeholders through our information, advocacy and compliance activities. The Communications and Consumer Information Division is made of up of two pillar areas of work: communications and consumer information, each pillar lead by a Deputy Director.

The Communications pillar consists of two Units and is overseen by a Deputy Director; the Communications pillar is responsible for positioning the CCPC as the leading voice in promoting financial literacy and wellbeing, ensuring 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

Managing all CCPC corporate communications, with a strong emphasis on publishing and promoting financial literacy and wellbeing initiatives, key 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

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 (Contacts and Analysis, and Website and Digital Content) and is overseen by a Deputy Director, 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.

The Role:

The CCPC is seeking to recruit a Media Communications Manager to join our Corporate Communications and Stakeholder Engagement Unit. This team leads the organisation's corporate and stakeholder communications and campaigns across financial education, consumer information, enforcement, advocacy and research outputs, coordinates responses to media queries, manages public affairs activity including preparation for media and Oireachtas Committee appearances; oversees stakeholder engagement and events. It also drives the social media strategy and corporate platforms and manages all internal communications activity.

Reporting to the Head of Unit, this role requires an experienced communications specialist with strong journalistic instincts and outstanding editorial judgement. The successful candidate will demonstrate exceptional newsroom standard copywriting and storytelling ability, with a proven talent for identifying clear story angles, simplifying complex, technical information, and producing compelling, accurate content for media, political and industry stakeholders, and the general public.

The Successful Candidate:

The successful candidate will have a strong background in journalism, bringing resilience, self-motivation, and editorial confidence to their work in media communications. They should have an excellent grasp of the Irish media landscape, an understanding of what journalists need, how newsrooms operate, and how to deliver stories that resonate, particularly on issues relating to personal finance, financial products, consumer protection, and household financial decision making. The candidate must be at ease serving as a credible spokesperson for the CCPC, representing the organisation with authority and professionalism.

They will have a proven track record of producing top-quality stories and public communications, as well as experience in developing and rolling out integrated media strategies. The ideal candidate will interpret and communicate technical, regulatory, and financial information, including findings from consumer research, into clear and accessible content. Building and maintaining strong, positive relationships with journalists, editors and key stakeholders will be central to their role.

Demonstrated experience working in a dynamic newsroom, press office, or comparable media communications environment is required, along with a proven ability to effectively manage multiple projects, subject matters, and tight deadlines simultaneously. The ideal candidate will demonstrate ease in engaging with senior stakeholders both within and outside the organisation and possess the confidence to advise executive leadership on effectively shaping narratives and key messages for the Irish public and media.

Exceptional writing, editing, and storytelling skills are a must, enabling the candidate to produce a range of high-quality communication materials. They should be adept at taking in complex regulatory, economic, financial and technical information, and turning it into engaging, accessible media materials and content fit for publication. Their contribution will enhance the CCPC's profile, support the work of divisions, and drive forward the organisation's strategic objectives particularly in strengthening consumer financial literacy and financial wellbeing in Ireland.

In addition to the immediate appointment from this campaign, an order of merit may be established. This may be used to fill any future vacancies at the same level within this or other Divisions of the CCPC where roles have similar responsibilities and/or similar skills are required.

Key Responsibilities:

The role is focussed on producing high quality writing and specialist media communications, including but not limited to the following:

- Support the development and promotion of the CCPC's financial education and financial literacy initiatives, seeking out and developing ideas for campaigns, ensuring messaging aligns with the CCPC's mandate to promote financial education and support positive consumer choices, while achieving strong national and regional reach.
- Analyse complex and technical enforcement, consumer and competition issues and identify strong, newsworthy angles to inform targeted messaging for media, political stakeholders and the public.
- Produce a wide range of compelling communication outputs to newsroom standards, including press releases, statements, stakeholder communications, briefing documents, executive summaries and reports.
- Draft timely, accurate and approved responses to media and stakeholder queries, often under tight deadlines, ensuring key messages on consumer awareness and advocacy are included.
- Lead the planning and execution of proactive, earned media activity on consumer rights topics, complementing wider public awareness campaigns and enhancing the CCPC's profile and visibility.
- Support the Commission and Senior Leadership Team in preparing robust communications for media interviews, stakeholder briefings and Oireachtas Committee appearances.
- Act as a spokesperson for the CCPC where appropriate, providing clear, accurate and authoritative commentary across broadcast, print and online media.
- Act as a brand ambassador, ensuring all communication outputs and digital collateral reflect CCPC standards and strategic objectives.
- Develop media and communications strategies to support the promotion of organisational outputs including enforcement actions, mergers decisions and consumer information.
- Monitor the media landscape, identify risks and opportunities, and build and maintain close relationships with journalists by pitching stories, providing context, and facilitating interviews.
- Monitor press activity against KPIs, preparing evaluations, insights and recommendations for continuous improvement.
- Provide weekly updates to the Head of Corporate Communications and Stakeholder Engagement on progress, priorities and outcomes.
- Undertake any additional duties required to support business objectives.

Essential:

- Minimum five years' relevant experience in journalism, reporting, media communications or a busy press office environment, with strong contacts across national and/or regional media.
- Demonstrated experience of applying strong editorial judgement, writing excellent copy and identifying and articulating key messages from complex or technical subject matter.
- Proven track record of drafting high-quality, concise and accurate press materials for both corporate and consumer audiences, within tight deadlines.
- Practical experience working with media or press offices, with a clear understanding of newsroom operations, publication cycles and regional and national media timelines.
- Evidence of successfully managing multiple communications campaigns or projects concurrently, while meeting competing priorities and deadlines.
- Strong organisational and time-management skills, demonstrated through delivery of work to agreed timelines in fast-paced environments.
- Experience working collaboratively across teams and functions to achieve shared communications or organisational objectives.
- Proven ability to build, manage and sustain effective working relationships with internal and external stakeholders.
- Ability to work independently, showing initiative and proactively progressing work with minimal supervision.
- Consistent attention to detail, with a strong record of delivering accurate, high-quality written outputs.

Desirable:

- Third level qualification in journalism, communications, media studies or a relevant discipline.
- Previous experience as an organisational spokesperson.
- Experience or a strong interest in personal finance, financial education, financial literacy, consumer rights, financial products, and policy or regulatory communications
- Strong knowledge of the Irish business, personal finance and consumer media landscape.
- Experience working in or engaging with the public service.
- Understanding of consumer affairs or competition issues.

Application Process:

To apply for this role using the link on the [CCPC careers page](#), please submit an up-to-date CV and a cover letter, (300 words max), detailing your experience applying strong editorial judgement, with reference to specific examples of translating complex or technical material into clear, accurate and accessible key messages, applicants are encouraged to reference specific examples where possible . Applicants should note that canvassing will result in your exclusion from the process.

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 interviews for this role that are likely to take place in late April/May.

During the first-round interview, the CCPC will conduct competency style interviews based on the Higher Executive Officer [competencies](#) below:

- 1) Team Leadership
- 2) Judgement, Analysis and Decision Making
- 3) Management and Delivery of Results
- 4) Interpersonal and Communication Skills
- 5) Drive and Commitment
- 6) Specialist Knowledge, Expertise and Self Development

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](#)