



Candidate Campaign Information Pack Director of Strategic Communications & Engagement

Dear Candidate,

Thank you for your interest in the post of – Director of Strategic Communications & Engagement

This Candidate Pack includes the following information:

- Full and detailed Job Specification and important dates to note.
- Recruitment Process detail and important dates to note.
- Candidate General Declaration

Please ensure that you read this Campaign Information Pack in detail and that you fully understand the process. [Candidate Information Pack - Recruitment Process](#)

For any informal enquiries regarding the position and job specification please contact:

Appointment in Confidence via Brenda Lonergan, Head of Recruitment and Talent Management, Interim, brenda.lonergan1@tusla.ie 087 060 9901

Should you have any specific queries in relation to the recruitment process please contact Brenda Lonergan, Head of Recruitment and Talent Management, Interim, brenda.lonergan1@tusla.ie 087 060 9901

Kind Regards,

Tusla Recruitment Team



An Ghníomhaireacht um
Leanaí agus an Teaghlach
Child and Family Agency

Job Specification

Job Title, Grade and Grade Code	Director of Strategic Communications & Engagement Grade Code: Q138
Campaign Reference Approval Code	NATDIRCOMMS2026
Applications considered Via	Applications are invited by CV, together with a personal statement clearly stating suitability for the role as linked to the stated competencies (250 words max) to brenda.lonergan1@tusla.ie by 12:00 midday 15 th June 2025. This application process is fully outlined from page 10 / section 2 of the 'recruitment process' section of this Candidate Information Pack. Please take note of the guidance given relating to CV, personal statement and also the provision of an organisation chart indicating your current (or most recent) position within the Senior Management team in your organisation/company.
Opening date for Applications	Thursday 21 ST May 2026
Closing Date for Applications	12 noon, Monday 15 th June 2026
Proposed Interview date(s)	Mid-July 2026 - <i>may be subject to change based on volume of candidates and availability of Service resources.</i>
Contact for Informal Enquiries	Appointment in Confidence via Brenda Lonergan, Head of Recruitment and Talent Management, Interim, brenda.lonergan1@tusla.ie 087 060 9901 <i>Making an informal enquiry gives you the opportunity to ask questions about the campaign and job specification. This informal enquiry contact is available only for the duration of the application process.</i>
Location of Post	The current vacancy is in The Brunel Building, Heuston South Quarter Dublin 8. A panel may be created for the purpose of filling the current vacancy. Once the vacancy is appointed the panel will cease. For Tusla Region/ Networks please check the following link: Find My Network
Details of Service	The Child and Family Agency was established on 1 st January 2014 and is responsible for a range of statutory functions including provision of child protection, alternative care, specified regulatory services and a range of family support services. The Agency has commenced a major improvement programme with significant focus on Practice, Culture and Structure. The Agency currently has responsibility for a budget of circa €1.2billion and delivers its

	<p>services through over 5,500 people in 259 locations across the Country.</p> <p>The Child and Family Agency has responsibility for the following range of services:</p> <ul style="list-style-type: none"> • Child Protection and Welfare • Parenting, Family Support and Early Help Services • Alternative Care • Birth Information & Tracing and Adoption • Tusla Education Support Services (TESS) • Children’s Service Regulation • Counselling and Therapeutic Supports <p>Further information is available on www.tusla.ie</p>
Purpose of Role	The post holder will report to the Chief Executive or another designated Manager.
Reporting Relationship	The Director of Strategic Communications & Engagement is a key position within the senior management structure of the Agency, as a key strategic advisor to the executive and senior leadership, responsible for developing and implementing strategic and comprehensive communications and external affairs strategies that support and advance the Agency’s mission and vision, and strengthen trust and public confidence in the Agency.
Duties and Responsibilities	<p>Main Duties and Responsibilities:</p> <p>The Director of Strategic Communications & Engagement will act as a senior advisor to the Executive Management Team and the Board of the Agency on communication, messaging, reputation management, public positioning and stakeholder engagement.</p> <p>The core duties and responsibilities for this post are set out as follows (applicants should note the list is not exhaustive and includes a clear understanding that the scope of the role is at the discretion of the CEO)</p> <p><u>Leadership and Direction</u></p> <ul style="list-style-type: none"> • Strategically lead the communication and engagement function of the Agency. • Anticipate emerging issues, risks and opportunities, and provide strategic counsel to the CEO, Executive Management Team and the Board of the Agency. • Advise executives and senior leadership on strategic communication and engagement, messaging, public speaking, presentations, and overall communication best practices. • Strategically lead the development, implementation and evaluation of the Agency’s internal and external communications strategies to support the Agency’s mission, vision, and objectives. • Lead media relations including strategic press engagement and crisis communication. • Strategically lead internal communication strategies that support organisational culture, change initiatives and employee engagement.

- Draft speeches, media posts and other Agency statements, on behalf of the Chief Executive Officer and Executive Management Team as required.
- Support executive and senior leadership by providing detailed research on topical issues and upcoming events.
- Lead the strategic positioning and operations of the Agency's website and web presence and content across social media channels.
- Ensure opportunities for externally facing staff to receive coaching and training for public speaking, social media, and op-ed writing coaching and training.
- Internally, partner with senior leaders to craft authentic, human-centric messages that resonate across diverse employee groups, and compelling narratives around milestones, successes, and our impact on children and families, communities, and people.
- Promote a culture that ensures consistent messaging and tone of voice across all channels, managing the Agency's public image and narrative.
- Strategically lead crisis communication planning and real-time response efforts to manage public relations issues, mitigate reputational risks, and maintain stakeholder confidence.
- Provide analysis of the media and political environment to identify potential issues that may impact the Agency.
- Oversee the creation of compelling content for various platforms, including social media, websites, press releases, annual reports, and internal forums.
- Develop innovative approaches to communicating with the public and media through social media and other tools to reach a wide range of audiences.
- Ensure the various Tusla Strategies and initiatives are aligned with key communications messaging
- Act as a primary spokesperson for the Agency
- Any other duties as required

People Management

- Manage and mentor internal and external communications, press office, and online communications, as well as external agencies and partners.
- Develop strong positive internal relationships in a developing performance management environment.
- Manage the designated staff resources, ensuring that staff levels and skill mix are

appropriate and within agreed resources allocation.

- Participation in the recruitment selection and appointment of senior staff for the Agency as required.
- Direct Senior Staff in the discharge of duties and assume short term operational control where exigencies require.
- Develop plans and decision-making frameworks for resource allocation.

Change Management:

- Play a central role in the overall Tusla Integrated Reform Programme which has three pillars Practice, Culture and Structure.
- Lead, organize and motivate staff to function effectively in times of rapid change including the embedding of effective performance management by way of an accountability framework for all staff in the Communications & Engagement function.

Stakeholder Engagement:

- Take strategic ownership of the end-to-end planning and execution of high-impact corporate communications initiatives and events, collaborating with executive leadership and external partners to amplify Agency messaging and drive engagement at all levels.
- Ensure cross-collaboration between communications and other departments and ensure that adequate support from communications is provided for priority projects and campaigns.
- Strategically lead the Agency's engagement with external stakeholders, including Government departments, agencies and other relevant bodies.

Governance & Risk

- Promote a national management approach to ensure good governance and accountability in line with policy and best practice.
- Determine policy, quality, performance and risk requirements with appropriate responses to Communication Strategy priorities.
- Ensure compliance with legislation, national standards and external regulatory requirements as they relate to the Agency.
- Review and ensure implementation of appropriate improvement and corrective action plans arising from assessment of services.

	<p><u>Financial Management</u></p> <ul style="list-style-type: none"> • Hold budgetary responsibility and be accountable for ensuring that the delegated services of the post operate within the agreed budgetary levels. • Ensure that expenditure is controlled within agreed limits and in compliance with financial regulations. <p>Health & Safety</p> <ul style="list-style-type: none"> • Comply with and contribute to the development of policies, procedures, guidelines and safe professional practice and adhere to relevant legislation, regulations and standards. • Have a working knowledge of the Health Information and Quality Authority (HIQA) Standards as they apply to the service for example National Standards for Child Protection and Care and comply with associated Tusla – Child and Family Agency protocols for implementing and maintaining these standards as appropriate to the role. • To support, promote and actively participate in sustainable energy, water and waste initiatives to create a more sustainable, low carbon and efficient health service. <p>The above Job Description is not intended to be a comprehensive list of all duties involved and consequently, the post holder may be required to perform other duties as appropriate to the post which may be assigned to him/her from time to time and to contribute to the development of the post while in office.</p>
<p>Eligibility Criteria Qualifications and / or Experience</p>	<p>Applicants must by the closing date of application have the following:</p> <ul style="list-style-type: none"> • Hold a professional qualification (third level) in Communications, Journalism, Public Relations, Marketing, English, or a related field. • Have 5 years’ senior management experience in a comparable size and type (service) of organization. • Have 10 years of experience in corporate communications, public affairs, or a related field. • Have demonstrated ability to think strategically, anticipate trends, and link communications to broader Agency goals. • Have excellent written and verbal communication skills with the ability to influence at executive and board level. • Have demonstrated experience strategically managing reputation, media relations in a complex stakeholder environment • Have demonstrated ability to handle high-pressure situations, manage crises effectively, and protect brand reputation with sound judgment and professionalism. • Have demonstrated experience of strategic planning and effectively implementing change and improving services. <p>Health</p> <p>A candidate for and any person holding the office must be fully competent and capable of undertaking the duties attached to the office and be in a state of health such as would indicate a reasonable prospect of ability to render regular and efficient service.</p>

	<p>Character Each candidate for and any person holding the office must be of good character.</p>
<p>Skills, competencies and/or knowledge</p>	<p><u>Tusla Leadership Competency Framework</u></p> <p>The <u>Tusla Leadership Competency Framework</u> describes the behaviours that are key to Tusla colleagues being effective in the execution of their role at all levels within the Agency. The competencies and associated behavioural descriptors, capture the transversal knowledge, skills, abilities and other characteristics that will enable colleagues, regardless of role or rank, to be effective in their work.</p> <p>The Tusla Leader Framework relevant for this role is <u>Leading Service</u></p> <p>Please access this <u>Leading Service</u> link to fully familiarize yourself with the impact of this <u>Leading Service</u> proficiency for Tusla.</p> <p>The Competency of Professional Knowledge is specifically linked to the duties, responsibilities and criteria for this role.</p>
<p>Other requirements of the role</p>	<ul style="list-style-type: none"> • The post holder will require access to appropriate transport as the post may involve travel. • Have awareness of children and young people’s participatory practice
<p>Application Process</p> <p>Campaign Specific Selection Process</p> <p>Shortlisting / Interview</p>	<p>The online application system has a time out facility, this is in order to protect the privacy of the user. This time out facility activates if the application has been ‘dormant’ for over 60 minutes. Any work not saved will be lost if the system times out due to lack of activity. As such please ensure to save your application as you work on it, any lost data cannot be recovered. It might be an idea for candidates to work on their applications outside of the system and copy and paste their answers into the online application forms once they are fully complete and submit then. Once your application is fully submitted you will receive a confirmation email to your profile. If you do not receive this email, your application HAS NOT been submitted and received and you should log back on to submit fully.</p> <p>AI generated content must not be used in your application. Tusla reserves the right to assess if content in applications is likely created by AI in part or in whole. Use of AI may result in disqualification and exclusion from the recruitment process.</p> <p>Short listing may be carried out on the basis of information supplied in your application. The criteria for short listing are based on the requirements of the post as outlined in the eligibility criteria and skills, competencies and/or knowledge section of this job specification. Therefore, it is very important that you think about your experience in light of those requirements.</p> <p>Failure to include information regarding these requirements may result in you not being called forward to the next stage of the selection process.</p> <p>Those successful at the shortlisting stage of this process (where applied) will be called forward to interview.</p>

Code of Practice	<p>The Recruitment Service Child and Family Agency will run this campaign in compliance with the Code of Practice prepared by the Commission for Public Service Appointments (CPSA). The Code of Practice sets out how the core principles of probity, merit, equity and fairness might be applied on a principle basis. The Code also specifies the responsibilities placed on candidates, facilities for feedback to applicants on matters relating to their application when requested, and outlines procedures in relation to requests for a review of the recruitment and selection process and review in relation to allegations of a breach of the Code of Practice.</p> <p>Codes of practice are published by the CPSA and are available on www.cpsa.ie. Tusla Child and Family Agency is an Equal Opportunities Employer.</p> <p>Tusla Child and Family Agency recognises its responsibilities under the Data Protection Acts 2003 - 2018 and the Freedom of Information Act 2014</p>
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The Integrated Reform Programme is a significant initiative being undertaken by Tusla to improve the way in which we deliver our services to children and families.

Tusla has designed a consistent regional structure to ensure this equitable provision of services and as part of this design Tusla is moving from 17 areas to 30 networks. The initial assignment will be to Corporate/National Brunel Building Heuston South Quarter Dublin 8. It is important to note that this is an initial assignment and maybe subject to change in line with the Integrated reform process. The Integrated Reform Programme may also impact on duties of this role as structures change, and you will be notified of same as the programme progresses as appropriate to this role.

This job description is a guide to the general range of duties assigned to the post holder. It is intended to be neither definitive nor restrictive and is subject to periodic review with the employee concerned.

Tusla values individual’s rights and freedoms in respect of privacy and fully complies with the requirements of the Data Protection Act 2018.

All roles within Tusla carry responsibility towards the protection of personal and sensitive data.

Tenure	<p>The current vacancies available are permanent and whole time. The post is pensionable.</p> <p>A panel may be created for the purpose of filling this position. Once the position is appointed the panel will cease.</p> <p>Appointment as an employee of the Child & Family Agency is governed by the Child and Family Agency Act, 2013 and the Public Service Management (Recruitment and Appointments) Act 2004.</p>
Remuneration	<p>The Salary scale for the whole time equivalent of this post is:</p> <p>01/02/2026: €119,668, €124,726, €129,876, €135,125</p> <p>LSIs (Long Service Increments) are represented by emboldened figures. 1st LSI is paid after 3 years on the max, the 2nd LSI after 3 years on LSI1, and the 3rd LSI after 3 years on the 2nd LSI (where applicable).</p> <p>The appointee shall commence on the first point of the salary scale. Incremental credit may be given on appointment for certain types of relevant experience- more information available in Appendix 5.</p> <p>Candidates should note that entry will be at the minimum point of the scale and will not be subject to negotiation, and the rate of remuneration may be adjusted from time to time in line with Government pay policy.</p> <p>Different terms and conditions may apply if the appointee is currently a serving civil or public servant.</p>
Working Week	<p>The standard working week applying to the whole time equivalent of this post is: 35 hours.</p>
Annual Leave	<p>The annual leave associated with the whole time equivalent of this post is 30 days per annum.</p>
Superannuation	<p>This is a pensionable position with Tusla. 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.</p>
Probation	<p>A probation period of 39 weeks, or proportion of same for fixed term /specified purpose contracts, where applicable shall apply from the commencement of employment, during which the contract may be terminated by either party in accordance with this contract. The probationary period may be extended at the discretion of management by a further 9 weeks or proportion of same for fixed term/specified purpose contracts, where applicable. Confirmation of appointment as a permanent member of staff is subject to the successful completion of the probationary period, for permanent contracts.</p> <p>Where you have already completed a probationary period with the Child and Family Agency, Health Service Executive, Local Authority, and there is no break in</p>

	service, no period of probation applies.
Responsibilities under Children First National Guidance for the Protection and Welfare of Children (2017)	The safety and welfare of children and young people is a key priority for Tusla – Child and Family Agency. All employees of Tusla are required to be vigilant to any concerns regarding the protection and welfare of children and to bring them to the attention of the Tusla Designated Person in a timely manner, in keeping with the Tusla – Child and Family Agency Child Protection policies.
National Standards for Children and Family Services	<p>Employees must have a working knowledge of HIQA Standards (https://www.hiqa.ie/areas-we-work/childrens-services) and / or the Adoption Authority of Ireland Standards as they apply to the role.</p> <p>All Employees must be aware of their responsibilities under Children First National Guidance for the Protection and Welfare of Children (2017)</p>
<p>Ethics in Public Office 1995 and 2001</p> <p>Positions remunerated at or above the minimum point of the Grade VIII salary scale</p> <p>NOTE</p> <p>THIS SECTION REFERS TO POSTS AT €82,258 PLUS</p>	<p>Positions remunerated at or above the minimum point of the Grade VIII salary scale are designated positions under Section 18 of the Ethics in Public Office Act 1995. Any person appointed to a designated position must comply with the requirements of the Ethics in Public Office Acts 1995 and 2001 as outlined below.</p> <p>A) In accordance with Section 18 of the Ethics in Public Office Act 1995, a person holding such a post is required to prepare and furnish an annual statement of any interests which could materially influence the performance of the official functions of the post. This annual statement of interest should be submitted to the Chief Executive not later than 31st January in the following year.</p> <p>B) In addition to the annual statement, a person holding such a post is required, whenever they are performing a function as an employee of Tusla and have actual knowledge, or a connected person, has a material interest in a matter to which the function relates, provide at the time a statement of the facts of that interest. A person holding such a post should provide such statement to the Chief Executive. The function in question cannot be performed unless there are compelling reasons to do so and, if this is the case, those compelling reasons must be stated in writing and must be provided to the Chief Executive.</p> <p>C) A person holding such a post is required under the Ethics in Public Office Acts 1995 and 2001 to act in accordance with any guidelines or advice published or given by the Standards in Public Office Commission. Guidelines for public servants on compliance with the provisions of the Ethics in Public Office Acts 1995 and 2001 are available on the Standards Commission’s website http://www.sipo.gov.ie/</p>