



Candidate Information Booklet

Competition for the appointment to the position of:

Regional Communications Executive (Higher Executive Officer Grade)

Fixed Term Contract (9 months Maternity Cover)

Closing date: **Thursday 22nd October 2026 at 12pm**

Key Contact Information:

Please Email: wdc@collinsmcnicholas.ie

The WDC is an equal opportunities employer
Canvassing will disqualify
Ba bhuntáiste é líofacht sa Ghaeilge

JOB & PERSON SPECIFICATION:

About the WDC:

The Western Development Commission (WDC) is a statutory body whose role is to promote the social and economic development of the western region of Ireland. The WDC works with a range of stakeholders to support sustainable and inclusive growth in the region and has a strong track record of delivering impactful initiatives and programmes.

Culture of the WDC:

At the WDC, we are committed to creating a positive and supportive work environment where employees can thrive and make a difference. Our culture is defined by teamwork, innovation, and a deep sense of purpose. We value diversity, respect for different perspectives, and a willingness to learn and grow. If you are passionate about making a difference in the western region of Ireland and want to be part of a dynamic and collaborative team, we encourage you to apply for this role.

Purpose of position:

The WDC is seeking to appoint a Regional Communications Executive at Higher Executive Officer (HEO) level on a 9-month fixed-term contract to provide maternity cover, with a view to possible extension.

This is a mid-senior role at the centre of the WDC's communications function. Working hand in hand with the Head of Communications and the wider Communications team, the post holder will help deliver the WDC's communications strategy across PR and media relations, content creation (with a particular focus on video), marketing and brand, events, and social and digital channels.

The successful candidate will bring 5+ years' communications experience, be comfortable leading projects end to end, managing external agencies and production teams, and be a significant part of how the WDC tells the story of the western region. They will be able to step in quickly, maintain momentum on live campaigns, and deliver from day one.

Key responsibilities:

The following are the main tasks to be undertaken:

PR and media relations

- Secure high-quality regional and national media coverage that raises the profile of the WDC and its messaging.
- Write and distribute press releases, media briefings, opinion pieces and speeches, and prepare spokespeople for interviews.
- Proactively identify, develop and pitch news stories and features.
- Manage media enquiries and support issues and reactive communications, escalating appropriately.

Content creation and video

- Develop compelling content for all channels, including case studies, articles, reports, newsletters and web copy.
- Lead the WDC's video content: developing concepts, writing briefs and scripts, and working with video production teams from pre-production through filming, editing and sign-off.
- Commission and manage photography and other creative assets.
- Ensure content is accessible, on-brand and tailored to each audience and platform.

Marketing and brand management

- Act as a custodian of the WDC brand, ensuring consistent use of brand guidelines, tone of voice and visual identity.
- Along with the Head of Communications, plan and deliver marketing campaigns for WDC programmes and initiatives, including paid and owned activity.
- Oversee the production of marketing collateral, publications and promotional materials.

Website management and maintenance

- Maintain and update content across the WDCs website, westerndevelopment.ie ensuring information is accurate, current and on-brand.
- Upload and publish news, press releases, case studies, video and event content through the content management system.
- Work with web developers and agencies on site updates, fixes, new pages and functionality.
- Ensure website content meets accessibility standards (WCAG and the EU Web Accessibility Directive), GDPR and public sector requirements.
- Monitor website analytics and use insights to improve content, user experience and search visibility (SEO).

Social media and digital marketing

- Support the planning and delivery of social media content and campaigns across the WDC's channels.
- Assist the Communications Officer with digital marketing, including paid social, email marketing and website content.
- Use analytics to track performance and optimise campaigns.

Event management

- Plan and deliver events, including launches, conferences, ministerial visits and media opportunities.
- Coordinate logistics, speakers, stakeholders, suppliers and media attendance.
- Maximise the communications value of events through promotion, content capture and follow-up.

Agency and supplier management

- Brief, manage and evaluate external agencies and suppliers (PR, creative, digital, video production and events).
- Manage budgets, timelines and deliverables, and support procurement in line with public sector requirements.

Stakeholder engagement

- Work collaboratively with internal teams and external partners, including government departments, local authorities, agencies and community groups.
- Contribute to internal communications as needed.

Monitoring, evaluation and reporting

- Monitor media coverage and channel performance, and provide regular analysis, insights and reports to the CEO and senior management.
- Maintain media contact databases and ensure good governance, including GDPR, and record-keeping across communications activity.

The above is not, and does not purport 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 them from time to time and to contribute to the development of the post.

Eligibility Criteria and Experience:

Applicants must by the closing date of application have the following:

- A minimum of 5 years' experience in communications, PR, media relations or marketing, including experience at a mid-senior level.
- A third-level qualification in communications, journalism, marketing, PR or a related discipline, or equivalent professional experience.
- A proven track record of securing high-quality media coverage and building strong media relationships.
- Demonstrable experience creating content for multiple channels, including commissioning and managing video content and working with video production teams.
- Experience in marketing and brand management, including delivering integrated campaigns.
- Experience planning and delivering events, from small media opportunities to larger launches or conferences.
- Experience managing external agencies or suppliers, including briefs, budgets and deliverables.
- Working knowledge of social media and digital marketing, including analytics and reporting.
- Excellent written, editing and verbal communication skills, with strong attention to detail.
- Strong organisational and project management skills, with the ability to manage multiple priorities and deadlines.
- Sound judgement and the ability to work collaboratively with senior colleagues and external stakeholders.

Desirable

- Experience in a public sector, state agency or non-profit communications environment, including an understanding of public sector governance, procurement and accountability.
- Hands-on skills in video, photography or design tools (e.g. Adobe Premiere Pro, Canva or similar).
- Familiarity with media monitoring tools, media databases and social media management platforms.
- Experience of issues or crisis communications.
- Knowledge of the western region and its economic, social and regional development priorities.
- An ability to communicate through Irish.

Key Competencies

For effective performance at this level, the candidate will need to demonstrate that they possess the key competencies for effective performance at Higher Executive Officer level:

- Team Leadership
- Judgment, Analysis & Decision Making
- Management & Delivery of Results
- Interpersonal & Communication Skills
- Specialist Knowledge, Expertise and Self Development
- Drive & Commitment to Public Service Values

Further details on the Civil Service Competency Framework are available [here](#).

General Information

This competition will be used to fill specific posts in the WDC. Please note, this role is a full-time Fixed Term position and the successful candidate will be required to take up assignment on a full-time basis. Discussion regarding flexible working arrangements can be undertaken once the successful candidate is out of probation.

Health & Character:

Candidates must be in good health, capable and competent of carrying out the work assigned to them, and they must also be of good character. Those under consideration for a position may be required to complete a health and character declaration. References will be sought.

In the event of conflicts of interest, candidates may not be considered for certain posts. It is important that candidates list their previous civil or public service employment if they have availed of a voluntary redundancy or retirement scheme and/or are in receipt of an ill-health retirement pension. Failure to do so could lead to disciplinary action.

Eligibility to Compete:

Candidates must, by the date of any job offer, be:

- (a) A citizen of the European Economic Area. The EEA consists of the Member States of the European Union, Iceland, Liechtenstein, and Norway; or
- (b) A citizen of the United Kingdom (UK); or
- (c) A citizen of Switzerland pursuant to the agreement between the EU and Switzerland on the free movement of persons; or
- (d) A non-EEA citizen who is a spouse or child of an EEA or UK or Swiss citizen and has a stamp four visa: or
- (e) A person awarded international protection under the International Protection Act 2015 or any family member entitled to remain in the State as a result of family reunification and has a stamp four visa or
- (f) A non-EEA citizen who is a parent of a dependent child who is a citizen of, and resident in, an EEA member state or the UK or Switzerland and has a stamp four visa.

To qualify candidates must be eligible by the date of any job offer.

APPLICATION & SELECTION PROCESS

This is a competitive competency-based selection process to appoint the most suitable candidate to fill this specific position. A panel for this position may be formed as part of the recruitment process.

How to Apply:

As part of the application process, applicants are required to submit the following documentation:

- a) A comprehensive curriculum vitae (CV), detailing experience relevant to the position (maximum of three pages);
- b) A short cover letter or personal statement (maximum of two page) outlining the applicant's motivation for applying for the post and demonstrating how their skills and experience meet the requirements of the position.

Both documents should be combined and submitted as a single Word document or PDF, saved using the format FirstName.Surname.

Applications stored on personal online storage sites (e.g., OneDrive, Cloud, DropBox, etc or applications in other file formats (e.g., Google Docs) will not be accepted.

Please note that omission of any or part of the two requested documents, in a single document, will render the application incomplete. Incomplete applications will not be considered for the next stage of the selection process.

Please email your application to wdc@collinsmcnicholas.ie

Requests for Reasonable Accommodations:

The WDC, in line with the Employment Equality Acts 1998-2015, will ensure that it does all that is reasonable to accommodate the needs of a person who has a disability and will ensure that its services are accessible across the range of disabilities. If you require reasonable accommodations made, please indicate this during the application process by emailing wdc@collinsmcnicholas.ie

Any requests for reasonable accommodation needs to be accompanied by a medical/psychologist's report, the purpose of which is to provide the Western Development Commission with information necessary to make the decision on reasonable accommodation as promptly as possible. The Western Development Commission will consider each request on a case-by-case basis. All information provided will be treated as strictly confidential.

Our Commitment to Equality, Diversity and Inclusion (EDI)

The WDC is committed to attracting, recruiting, developing, and retaining the highest calibre of staff to build a diversified, supportive, innovative, and inclusive workforce reflective of the wider community. We aim to attract the best people who have the experience, knowledge, skills, abilities, and competencies to support WDC's Strategy Statement.

We are dedicated to promoting equality of opportunity, diversity, and inclusion. We encourage applications from underrepresented groups and accommodate candidates with disabilities. Recruitment, selection, and appointment are conducted in compliance with the Employment

Equality Acts 1998-2015 and WDC's Diversity & Inclusion policy, which are the fundamental principles underpinning this approach.

We are committed to implementing best practices in our recruitment, selection, and appointment procedures to ensure they are free from inherent or potential bias, open and transparent, and regularly monitored, analysed, and reviewed. This ensures a strategic and professional approach at all times.

We ensure that our employment policies and practices are of the highest standard. All appointments are made on merit through fair and transparent recruitment processes.

Closing Date:

The closing date and time for applications is stated on the cover page of this booklet. Applications received after the specified deadline will not be accepted. All correspondence should be sent to wdc@collinsmcnicholas.ie and clearly state the title of the position that you are applying for in the subject line of the email.

Selection Methods:

Depending on the number of applications received, the selection process may include:

- Shortlisting of candidates on the basis of the information contained in their application.
- A preliminary telephone / video conferencing call which may include a questionnaire.
- A competitive, competency focussed, interview.
- A second-round interview (if applicable).
- A presentation; work sample or other exercise that may be deemed appropriate; and
- Reference and online checks.

Shortlisting:

Normally the number of applications received for a position exceeds that required to fill existing and future vacancies to the position. While a candidate may meet the eligibility requirements of the competition, if the numbers applying for the position are such that it would not be practical to interview everyone, the WDC may decide that a number only will be called to interview.

In this respect, the WDC provide for the employment of a short-listing process to select a group of candidates for interview who, based on an examination of their application, appear to be the most suitable for the position. An experienced interview board will examine the application against a pre-determined criteria based on the requirements of the position.

This is not to suggest that other candidates are necessarily unsuitable or incapable of undertaking the job, rather that there are some candidates, who based on their application, appear to be better qualified and/or have more relevant experience. It is therefore in your own interest to provide a detailed and accurate account of your qualifications/ experience in your application.

Interviews:

The onus is on each applicant to ensure that they are in receipt of all communications from the WDC. As much notice as possible will be given to candidates being called for interview, but usually five working days. Candidates should make themselves available on the date(s) specified by the WDC and should make sure that their contact details specified on their application are correct.

Interviews may be held in person, online via Microsoft Teams, or through another video conferencing platform, at the discretion of the WDC.

The WDC will not be responsible for refunding any expenses incurred by candidates for attendance at interview.

References:

As part of the selection process, candidates may be asked to provide names and contact details of people who would be suitable referees. The WDC will only collect the details and contact referees should you come under consideration for the post.

Until all stages of the recruitment process have been fully completed, a final determination on suitability of a candidate for appointment to this position cannot be made nor can it be deemed or inferred that such a determination has been made.

Panel:

Should the candidate recommended for appointment decline, or having accepted it relinquish it, the WDC may at its discretion, select and recommend another candidate for appointment on the results of this selection process.

The WDC may also establish a panel of successful candidates following the results of the selection process. Should a panel be established, candidates will be placed on the panel in order of merit. Any panel created will expire after a designated period from its establishment or when it has been exhausted, whichever is sooner. Placement on a panel is not a guarantee of appointment to a post, and candidates not appointed at the expiry of the panel will have no claim to a post thereafter.

Candidates' Obligations:

Candidates should note that canvassing will disqualify and will result in their exclusion from the process.

Candidates must not:

- knowingly or recklessly provide false information
- canvass any person with or without inducements
- interfere with or compromise the process in any way

A third party must not impersonate a candidate at any stage of the process. Any person who contravenes the above provisions or who assists another person in contravening the above provisions is guilty of an offence. Where a person is found guilty of an offence was or is a candidate at a recruitment process, then:

- where an individual has not been appointed to a post, they will be disqualified as a candidate and
- where an individual has been appointed subsequently to the recruitment process in question, they shall forfeit that appointment.

Service & Feedback:

The WDC take all necessary steps to ensure a fair, open and transparent appointment process that produces a quality outcome and commands public confidence. The WDC also abides by the core recruitment principles of probity, merit, transparency, consistency, best practice and appointments promoting equality, diversity and inclusion. All appointments made will also comply with relevant employment and equality legislation, and all candidates will be treated fairly, to a consistent standard and in a consistent manner.

If, for whatever reason, you are unhappy with any aspect of the service you receive from us, we urge you to bring this to the WDC's attention. This is important as it ensures that we are aware of the problem and can take the appropriate steps to resolve it.

Meaningful feedback is available to candidates upon request by emailing wdc@collinsmcnicholas.ie

Review Process:

A request for review may be taken by a candidate should they be dissatisfied with an action or decision taken by the WDC. The WDC will consider requests for review in accordance with the provisions of Section 7 & 8 of the Code of Practice Appointments to Positions in the Civil and Public Service published by the Commission for Public Service Appointments (Commission). You can either request a review of a decision made during the selection process, under section 7 of the relevant Code, or you can make a complaint that the selection process followed was unfair, under section 8. For more information on the Review Process including timeframes, [click here](#).

PRINCIPAL CONDITIONS OF SERVICE

Tenure and Probation:

All appointments are subject to the Western Development Commission Act 1998 and staff must agree to the WDC Code of Business Conduct under the Code of Practice for the Governance of State Bodies.

The appointment will be for a full-time, fixed-term 9-month contract, subject to a probationary period as specified in the employment contract. Candidates must satisfactorily complete a 3-month probationary period before the 9-month fixed-term appointment can be confirmed. Notwithstanding the above, this will not preclude an extension of the probationary contract if performance dictates the same.

In the following circumstances your contract may be extended and your probation period suspended.

- The probationary period stands suspended when an employee is absent due to Maternity or Adoptive Leave.
- In relation to an employee absent on Parental Leave or Carers Leave, the employer may require probation to be suspended if the absence is not considered to be consistent with the continuation of the probation, and
- Any other statutory provision providing that probation shall
 - stand suspended during an employee's absence from work, and
 - be completed by the employee on the employee's return from work after such absence.

Where probation is suspended the employer should notify the employee of the circumstances relating to the suspension.

Duties of Post:

The duties and responsibilities set out in this job description are indicative of responsibilities related to this role. As with all posts, the nature of WDC business is evolving and flexibility is required to adapt to changing business needs.

Remuneration:

The salary scale for this post will be equivalent to that of the Civil Service Higher Executive Officer Standard Scale:

Personal Pension Contribution (PPC) Pay Rate for this position, with effect from 1st June 2026 is as follows:

€60,029 – €61,785 – €63,537 – €65,286 – €67,044 – €68,792 – €70,547 – €73,077 LSI1 – €76,546 LSI2

¹ After 3 years satisfactory service at the maximum.

² after 6 years satisfactory service at the maximum.

Please note: The starting salary for the person appointed to this post will be **the first point** on the above scale unless the successful application has previous public sector experience as per circular 08/2019.

The PPC (Personal Pension Contribution) scale applies when the individual is an existing civil or public servant appointed on or after 6 April 1995 or are a new entrant to the civil or public service and are making a compulsory personal pension contribution. A different rate will apply where the appointee is not required to make a Personal Pension Contribution.

Important Note:

Interested applicants should understand that entry will be at the first point of the appropriate scale and **will not be subject to negotiation**. The rate of total remuneration may be adjusted from time to time in line with Government pay 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.

Office Location:

The WDC is a remote-first organisation with its head office in Ballaghaderreen, Co. Roscommon, staff are also located in Galway, Letterkenny, and Sligo. The successful candidate may seek to be located in Ballaghaderreen, Galway, Letterkenny or Sligo in line with the remote working policy of the WDC. New staff or those on probation may initially work on-site more frequently until completing role induction, as decided by their manager or the CEO

Flexible Working:

The WDC operates a Flexible Working model, recognising the benefits of flexible working while supporting collaboration, innovation and employee wellbeing.

As a regional development agency serving Donegal, Sligo, Leitrim, Roscommon, Mayo, Galway and Clare, regular in-person engagement remains an important part of how we work. Staff are expected to attend team meetings, management meetings, staff development days and other organisational events held across the region throughout the year.

Many roles within the WDC also require engagement with businesses, communities, stakeholders and partner organisations across the Western Region. Employees are therefore expected to be available to travel and build relationships throughout the region as required by their role.

The WDC maintains flexible office locations in Sligo, Galway, Letterkenny and Ballaghaderreen. Employees may be required to attend these locations from time to time in line with business needs. New employees, or those undertaking induction or probation, may be required to attend in person more frequently during their initial period of employment, as agreed with their manager. Given the regional nature of the role and the requirement for regular in-person engagement across the Western Region, candidates should carefully consider their ability to meet these requirements when applying.

Travel:

Due to the nature of this role, the successful candidate will hold a full driving licence and have access to transport as this post will involve travel nationally in support of the seven county Western Region. When absent from home and your designated office location on official duty, you will be paid

appropriate travelling expenses and subsistence allowances, in accordance with Civil Service regulations.

The candidate may also be prepared to undertake occasional international travel in the undertaking of their duties.

Hours of Attendance:

Hours of attendance will be fixed from time to time but will amount to not less than 40 hours gross per week (35 hours net). 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 their 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.

Annual Leave:

The annual leave allowance will be 29 working days a year, calculated on a pro-rata basis for partial-year employment. This leave is on the basis of a five-day week and is exclusive of the usual public holidays.

Sick Leave:

Pay during properly certified sick absence, provided there is no evidence of permanent disability for service, will apply on a pro-rata basis, in accordance with the provisions of the sick leave circulars.

Officers who will be paying Class A rate of PRSI will be required to sign a mandate authorising the Department of Social Protection to pay any benefits due under the Social Welfare Acts directly to the employing Organisation. Payment during illness will be subject to the officer making the necessary claims for social insurance benefit to the Department of Social Protection within the required time limits.

Superannuation:

The successful candidate will be offered the appropriate superannuation terms and conditions as prevailing in the Civil Service at the time of being offered an appointment. In general, an appointee who has never worked in the Public Service will be offered appointment based on membership of the Single Public Service Pension Scheme ("Single Scheme"). Full details of the Scheme are at www.singlepensionscheme.gov.ie

Where the appointee has worked in a pensionable (non-Single Scheme terms) public service job in the 26 weeks prior to appointment or is currently on a career break or special leave with/without pay different terms may apply. The pension entitlement of such appointees will be established in the context of their public service employment history.

Candidates are also advised to refer to the following for further information:

- Circular 12/09 [Incentivised Scheme for Early Retirement](#)
- [Collective Agreement: Redundancy Payments to Public Servants](#)

Declaration: Applicants will be required to declare whether they have previously availed of a civil or public service scheme of incentivised early retirement and/or a collective agreement. Applicants will also be required to declare any entitlements to a Civil or Public Service pension benefit (in payment or preserved) from any other Public Service employment and/or where they have received a payment-in-lieu in respect of service in any Public Service employment.

Pension Accrual

A 40-year limit on total service that can be counted towards pension where a person has been a member of more than one pre-existing public service pension scheme (i.e. non-Single Scheme) as per the 2012 Act shall apply. This 40-year limit is provided for in the Public Service Pensions (Single Scheme and Other Provisions) Act 2012. This may have implications for any appointee who has acquired pension rights in a previous public service employment.

Additional Superannuation Contribution

This appointment is subject to the Additional Superannuation Contribution (ASC) in accordance with the Public Service Pay and Pensions Act 2017.

Note: ASC deductions are in addition to any pension contributions (main scheme and spouses' and children's contributions) required under the rules of your pension scheme.

For further information in relation to the Single Public Service Pension Scheme please see the following website – www.singlepensionscheme.gov.ie

Secrecy, Confidentiality and Standards of Behaviour: Official Secrecy and Integrity

During the term of the probationary contract, an officer will be subject to the Provisions of the Official Secrets Act, 1963, as amended by the Freedom of Information Act 2014. The officer will agree not to disclose to unauthorised third parties any confidential information either during or subsequent to the period of employment.

Civil Service Code of Standards and Behaviour

The appointee will be subject to the Civil Service Code of Standards and Behaviour.

Ethics in Public Office Acts

The Ethics in Public Office Acts will apply, where appropriate, to this appointment.

Prior approval of publications

An officer will agree not to publish material related to his or her official duties without prior approval by the CEO or by another appropriate authorised officer.

Political Activity

During the term of employment the officer will be subject to the rules governing public servants and politics.

All circulars are available on the website www.circulars.gov.ie

DATA PROTECTION & GDPR

The WDC will process any personal data provided by candidates in connection with an application for this role in accordance with the General Data Protection Regulation (GDPR) which came into force on the 25th May 2018, replacing the existing data protection framework under the EU Data Protection Directive.

The WDC is fully aware of GDPR requirements and all related data is managed in compliance with the relevant regulations. For successful candidates, their application and any related paperwork will be retained for the duration of their employment and as necessary for a period thereafter. For unsuccessful candidates, applications and correspondence shall be retained for 6 months, or where panels are formed, 6 months after the panel expires. Where any data is retained, this will be managed by the Corporate Services / Careers Team. All data will be treated in confidence and all appropriate security measures will be applied.

The WDC may disclose the data that is provided in an application to external sources for the following reasons:

- where there is an external consultant / assessor assisting in managing the recruitment process.
- shortlisting or supporting interviews for the post which you have applied, and
- to internal and external auditors.

Such information held is subject to the rights and obligations set out in the GDPR. To make a right of access request under Article 15, please submit a request in writing to the Data Protection Officer, Western Development Commission or by email to dataprotection@wdc.ie describing the records you seek in the greatest possible detail to enable the WDC to identify the relevant records.

Important Notice

The foregoing represents the principal conditions of service and is not intended to be the comprehensive list of all terms and conditions of employment which will be set out in the probationary contract to be agreed with the successful candidate.