



Candidate Information Booklet

Communications and Engagement  
Manager /

Bainisteoir Cumarsáide agus  
Gníomhaíochta

(APO)

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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;
- Conducting fieldwork to assess how pharmacies comply with pharmacy and medicines law and, where necessary, acting to address poor performance and/or unsafe practices;
- Considering formal complaints made against a pharmacist or a pharmacy;
- 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.

The PSI is strongly committed to quality assurance and continuous improvement. We are seeking to achieve and sustain results that meet the needs of the organisation, its stakeholders and society.

### 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/Chief Officer is responsible for the day-to-day operation of the PSI.

## Our Vision, Mission and Values

### Our Vision

Safe and effective pharmacy care supporting the health of our communities.

### Our Mission

We assure patient safety and public trust in pharmacy through effective regulation.

### 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 of the organisation in ways that are properly accountable and which meet the high standards expected of public bodies and of the public servants who work within them.



We are committed to carrying out our work independently, ethically, and transparently. Our main goal is to assure public trust in pharmacy through effective regulation. We plan to advance the achievement of this goal through actions under three strategic objectives set out in the [PSI Corporate Strategy 2025 – 2028](#), which is available on our website.

In addition, we have committed to being an organisation that is agile, efficient, effective and highly capable of delivering on its strategic objectives. This organisation is committed to significant investment in people development to support the continued growth of an innovative organisation.

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

## Role Specification

|                    |                                                                                                                                                                                                                                                                                                                                                                                       |
|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Job Title:         | Communications and Engagement Manager                                                                                                                                                                                                                                                                                                                                                 |
| Grade:             | Assistant Principal Officer                                                                                                                                                                                                                                                                                                                                                           |
| Contract Type:     | Full Time                                                                                                                                                                                                                                                                                                                                                                             |
| Contract Duration: | Permanent                                                                                                                                                                                                                                                                                                                                                                             |
| Location:          | Post will normally be located at PSI House, 15-19 Fenian Street, Dublin 2. A blended working policy is in place. The successful candidate can avail of working remotely up to a maximum of three days per week, depending on business needs. There may be a requirement to attend the office for more than the allocated number of days for training and during the probation period. |

## Job Purpose

This is a strategic role, which involves working closely with senior management in the communication of all PSI activity to a wide range of stakeholders. Reporting to the Head of Pharmacy Practice, Policy and Engagement, the Communications and Engagement Manager will be responsible for strategic communications development, digital content strategy and delivery, event management, stakeholder engagement and media relations. This role is also central to building a public understanding of PSI's regulatory role.

## Key Duties and Responsibilities

### Strategic Communications and Engagement Leadership

- Lead the development, implementation and evaluation of PSI's Communications and Engagement Strategy and associated annual communications, engagement and media relations plans, ensuring alignment with PSI's Corporate Strategy and organisational priorities.
- Work collaboratively with colleagues across the organisation to lead, plan and deliver strategic communications and engagement initiatives that support PSI's regulatory, policy and public interest objectives.
- Provide expert strategic advice, executive briefings and recommendations to the Executive Leadership Team (ELT), Council and senior management on communications, stakeholder engagement, media relations and reputational matters.

### Stakeholder, Public and Patient Engagement

- Lead PSI's stakeholder engagement activities, building and maintaining effective relationships with representatives of statutory bodies, healthcare professions, patient and public groups, partner organisations and other key stakeholders.
- Lead PSI's patient and public involvement (PPI) communications and engagement activities, promoting meaningful participation in PSI's regulatory and policy work.
- Plan, coordinate and oversee stakeholder events, conferences, report launches, patient forums and other engagement activities, including procurement and supplier management where required.

- Act as an ambassador and spokesperson for PSI, representing the organisation at external meetings, events and engagement opportunities.

#### **Media Relations, Reputation and Issues Management**

- Lead PSI's media relations function, including proactive and reactive media engagement, preparation of press releases, media statements and briefing materials.
- Develop and implement strategies to promote awareness and understanding of PSI's role, achievements, research and organisational priorities.
- Lead PSI's crisis, issues and reputational communications response, ensuring timely, accurate and consistent communications with stakeholders, the media and the public.
- Manage media, public relations and other external communications queries, ensuring an effective and professional response in line with organisational policies and priorities.
- Monitor, analyse and report on media coverage, public sentiment and emerging issues to identify opportunities, trends and reputational risks.

#### **Digital Communications and Content**

- Lead the development, delivery and evaluation of integrated digital and offline communications campaigns, using audience insights, analytics and evidence to maximise reach, engagement and impact.
- Oversee PSI's digital communications channels, including the website, social media platforms, email communications and other digital engagement mechanisms.
- Develop and implement content governance processes, editorial standards and tone-of-voice guidelines to ensure consistency, accessibility and quality across all communication channels.
- Develop communication resources, templates, style guides and plain English materials to support effective communication across the organisation.
- Monitor audience engagement and digital performance, providing regular insights and recommendations to ELT to support continuous improvement.

#### **Corporate Governance, Reporting and Compliance**

- Coordinate and deliver communications-related statutory, corporate and organisational reporting requirements.
- Ensure PSI's communications and digital platforms comply with relevant legislative, regulatory and best practice requirements, including accessibility obligations.
- Maintain awareness of relevant policy, legislative and professional developments affecting PSI and its stakeholders and ensure communications approaches remain current and effective.

#### **Leadership and Resource Management**

- Lead and manage the Communications and Engagement Team, fostering a high-performing, collaborative and customer-focused culture.
- Operate as a member of the Wider Management Team (WMT), contributing to organisational leadership, decision-making and the achievement of corporate objectives.

- Manage relationships with external suppliers and third-party providers, including communications, media, design and digital service providers, ensuring high-quality and cost-effective delivery of services and materials.
- Support effective resource planning, budget management and procurement activities within the Communications and Engagement function.
- Lead the continuous development of PSI's communications and engagement function, identifying opportunities for innovation, improvement and increased impact.

## General

- Regularly analyse current workflows to identify opportunities to improve.
- Ensure standard business processes and procedures are documented and up-to-date.
- Provide advice, guidance and training to colleagues and various stakeholders in your area of expertise.
- Manage any assigned staff in accordance with PSI policies and procedures.
- Share knowledge and learning with your team and wider organisation.
- Promote and contribute to a culture of continuous improvement, transformation, and innovation within PSI.
- Identify risk and assist the organisation in achieving our purpose of mitigating regulatory risk in the interests of assuring the public that pharmacy care and services are safe.
- Contribute to organisational projects, committees, and cross-functional initiatives that support the delivery of PSI's strategic objectives
- Proactively engage in performance development reviews and actively engage in opportunities for learning and development.
- Other duties assigned by PSI Management and/or the Registrar/Chief Officer.

Please note, the above 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 them from time to time and to contribute to the development of the post while in office. This document must be regarded as an outline of the major areas of accountability at the present time, which will be reviewed and assessed on an ongoing basis.

## Key Requirements

Candidates must have on the closing date for receipt of applications:

- A minimum of a bachelor's degree in a relevant discipline (Level 8 on the Irish National Framework of Qualifications or equivalent) with a demonstrable track record of continuing professional development.
- A minimum of 10 years of relevant professional experience, including experience in media relations, strategic communications, public affairs, and stakeholder management, with 5 years management experience.
- Experience in the use of information technology including a range of software programmes, digital platforms and managing online and digital market presence.
- Experience in crisis and issues communications, including the development of timely, accurate and consistent messaging for stakeholders, media and the public.

The following are considered desirable:

- A Master's level qualification in an area relevant to the role, such as communications, public affairs or marketing with specific emphasis on strategic communications.
- Experience in a regulatory, public sector, or professional services environment, with an understanding of governance structures, regulatory frameworks, associated standards, and a strong focus on stakeholder engagement and relationship management in complex organisations.
- Experience in implementing process improvement initiatives or change management.
- Experience in developing and implementing comprehensive communications and public relations plans.
- Proficiency in the Irish Language.

## Key Competencies

| Competencies                                                   | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|----------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Specialist Knowledge / Expertise &amp; Self Development</b> | <ul style="list-style-type: none"> <li>• Has a clear understanding of the roles, objectives and targets of self and team and how they fit into the work of the Team and Business Area/ Organisation and effectively communicates this to others.</li> <li>• Has high levels of expertise and broad Public Sector knowledge relevant to his/her area of work.</li> <li>• Focuses on self-development, striving to improve performance.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Management &amp; Delivery of Results</b>                    | <ul style="list-style-type: none"> <li>• Takes responsibility and is accountable for the delivery of agreed objectives.</li> <li>• Successfully manages a range of different projects and work activities at the same time.</li> <li>• Structures and organises their own and others work effectively.</li> <li>• Is logical and pragmatic in approach, delivering the best possible results with the resources available.</li> <li>• Delegates work effectively, providing clear information and evidence as to what is required.</li> <li>• Proactively identifies areas for improvement and develops practical suggestions for their implementation.</li> <li>• Demonstrates enthusiasm for new developments/changing work practices and strives to implement these changes effectively.</li> <li>• Applies appropriate systems/ processes to enable quality checking of all activities and outputs.</li> <li>• Practices and promotes a strong focus on delivering high quality customer service, for internal and external customers.</li> </ul> |
| <b>Judgment, Analysis &amp; Decision Making</b>                | <ul style="list-style-type: none"> <li>• Gathers and analyses information from relevant sources, whether financial, numerical or otherwise weighing up a range of critical factors.</li> <li>• Takes account of any broader issues, agendas, sensitivities and related implications when making decisions.</li> <li>• Uses previous knowledge and experience in order to guide decisions.</li> <li>• Uses judgement to make sound decisions with a well-reasoned rationale and stands by these.</li> <li>• Puts forward solutions to address problems.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Leadership</b>                                              | <ul style="list-style-type: none"> <li>• Works with the team to facilitate high performance, developing clear and realistic objectives and addressing and performance issues if they arise.</li> <li>• Provides clear information and advice as to what is required of the team.</li> <li>• Strives to develop and implement new ways of working effectively to meet objectives.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

|                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|---------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                             | <ul style="list-style-type: none"> <li>• Leads the team by example, coaching and supporting individuals as required.</li> <li>• Places high importance on staff development, training and maximising skills &amp; capacity of team.</li> <li>• Is flexible and willing to adapt, positively contributing to the implementation of change.</li> </ul>                                                                                                                                                                                                                                                                                                                                                             |
| <b>Interpersonal &amp; Communication</b>    | <ul style="list-style-type: none"> <li>• Builds and maintains contact with colleagues and other stakeholders to assist in performing role.</li> <li>• Acts as an effective link between staff and senior management.</li> <li>• Encourages open and constructive discussions around work issues.</li> <li>• Projects conviction, gaining buy-in by outlining relevant information and selling the benefits.</li> <li>• Treats others with diplomacy, tact, courtesy and respect, even in challenging circumstances.</li> <li>• Presents information clearly, concisely and confidently when speaking and in writing.</li> <li>• Collaborates and supports colleagues to achieve organisational goals.</li> </ul> |
| <b>Drive &amp; Commitment to PSI Values</b> | <ul style="list-style-type: none"> <li>• Public safety is at the heart of everything, acts to ensure that safety.</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>                                                                                                                                                                                                                                                                                                                                                  |

## Conditions of Employment

### Probation

A probationary period of **9 months** applies to this position.

### Pay

The salary scale for this post is €83,113 - €103,576 (APO, Civil Service) per annum. Entry will be at the first point of the scale for new entrants 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 35 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.

### Annual Leave

Annual leave is 30 days per annum pro rata. 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

This role 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, candidates should submit a comprehensive covering letter outlining their interest in the role to [recruitment@psi.ie](mailto:recruitment@psi.ie).

This documentation should be emailed to the HR Team at [recruitment@psi.ie](mailto:recruitment@psi.ie) on or before the closing date of **Midnight on Friday 21<sup>st</sup> August 2026**.

Late applications will not be accepted.

The PSI is an equal opportunity employer.

### Selection Process

The selection process may include:

- A competitive shortlisting of candidates based on the information submitted in their application. Both essential and desirable requirements will be used to assess the relevance of applications received.
- Up to two rounds of competitive interviews before an interview board, which may include an assessment and/or a presentation.
- An offer of employment will be dependent upon the candidate furnishing suitable professional references, proof of credentials and upon their successful completion of a pre-employment medical.

A panel of candidates may be established from this competition to fill other permanent and temporary roles under the same job description that may arise over the next 12 months.

## Interview

The PSI is not in a position to reimburse expenses incurred by applicants for interviews.

Candidates who do not attend interviews or other assessments 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.

## Candidate Obligations

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.

## 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 or an application form. The recruitment process will include a pre-employment medical assessment and references check and may also involve psychometric testing.

As part of the recruitment process, the 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 and application form obtained during the recruitment process on the basis of consent, Article 6(1)(a) of the GDPR. 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:

| Recipient                                                      | Purpose                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|----------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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 Business Area 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 Business Area 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 report 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/transferable 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. |