

Candidate Information Booklet

May 2026

Grade	Higher Executive Officer
Title of the Position	Digital Content Executive
Duration	Whole-time, Permanent Contract
Location	Citizens Information Board, George's Quay House, 43 Townsend Street, Dublin 2. D02 VK65
Website	www.citizensinformationboard.ie

The Citizens Information Board (CIB) is the national agency responsible for supporting the provision of information, advice and advocacy. CIB funds and supports a range of Service Delivery Companies, including the Citizens Information Services, the Money Advice and Budgeting Services, MABS Support, National Traveller MABS, the National Advocacy Service for People with Disabilities, the Sign Language Interpreting Service and the Register of Irish Sign Language Interpreters.

Job Description

Digital Content Executive

Nature and Scope

The Citizens Information Board (CIB) is the national agency responsible for supporting the provision of information, advice, and advocacy services. CIB funds and supports a range of service delivery companies including the Citizens Information Services, the Money Advice and Budgeting Services, MABS Support, National Traveller MABS, the National Advocacy Service for People with Disabilities, the Sign Language Interpreting Service, and the Register of Irish Sign Language Interpreters.

The Digital Content Executive will research, produce, publish, manage and maintain digital content on the citizensinformation.ie website and other channels to ensure that citizens and our service delivery companies can access accurate and relevant information to meet their needs.

Reports to

Reports to the **Digital Content Manager**

Responsibilities

Manage and write website content

- Manage the content of one or more categories on citizensinformation.ie.
- Monitor external changes that might affect content on citizensinformation.ie and build relationships with relevant stakeholders.
- Research a wide range of sources including legislation, circulars and Statutory Instruments to identify key issues and ensure that the website is accurate and meets user needs.
- Write, review and edit content for the citizensinformation.ie website ensuring that content is relevant, timely, accurate, user-friendly, accessible and written in Plain English.
- Develop and maintain systems, processes and guidelines for producing content, including integrating and reusing content across channels.
- Ensure that content is maintained bi-lingually in Irish and English.
Utilise digital technology and digital solutions to improve workflows, quality and service delivery including AI tools where appropriate

Social media and other channels

- Contribute to other content channels (social media, publications and newsletters) and websites as required. For example, a Digital Content executive might be assigned responsibility for oversight of social media or managing the content creation, design, print and distribution of a publication, or regular newsletter.

Identify and respond to user needs

- Identify the information needs of website users and other user groups and prioritise responses

using a range of tools and approaches.

- Track and assess usage of information channels to ensure that users' needs are being met.
- Report on agreed KPIs and impact measurements.

Work with stakeholders

- Develop linkages and identify opportunities for collaboration with service providers and put in place appropriate verification processes for content.
- Develop linkages and identify opportunities for collaboration with other statutory and voluntary organisations with an information provision role to ensure that CIB is aware of their work and their information output.
- Respond to queries from members of the public and CIB's delivery services as required.

People management

- Manage an Executive Officer (if required).

Organisational

Main Duties

- Represent and promote the organisation; attend and participate in conferences and seminars as required.
- Participate in special projects and joint working arrangements.
- Contribute to the continuing process of organisational development within CIB and particularly the development of CIB services.
- Contribute to governance tasks within CIB including Parliamentary Questions, Annual Reports, internal reporting, procurement, Freedom of Information and data protection requests.
- Contribute to cross-organisational initiatives in relation to service development and compliance and reporting in service delivery companies.
- Participate and work within the PMDS process.
- Participate in training and development programmes/courses to maintain and improve performance and to assist in identifying personal training and support needs.
- Ensure that the highest standards of customer service are met in carrying out the business of the CIB.

This list is not exhaustive but serves to reflect the nature of the duties included in the role. Given the nature of the organisation and the requirement to respond to citizens' needs on an ongoing basis, the role is subject to change over time.

May 2026

Location

This role will be based at CIB Head Office in Dublin, George's, Quay House, 43 Townsend Street, Dublin 2. D02 VK65.

Candidate Profile

The ideal candidate will have the following experience, personal characteristics, and educational background:

Essential Criteria and Experience

To be considered for this post, candidates must have:

- A relevant third level qualification at Level 7 or higher on the National Framework of Qualifications.
- At least 3 years of relevant experience.
- Excellent writing and research skills.
- Experience of researching and writing user-focused content.

Desirable Skills and Experience

- Domain knowledge in one or more of the citizensinformation.ie website categories (for example, Justice and Health).
- Editorial experience and experience using style and editorial guides.
- Understanding search engine optimization, generative engine optimisation, and web analytics (such as Google Analytics, Google Search console and Matomo).
- Social media experience, including creating and publishing content on social media platforms (such as Facebook, Instagram, and LinkedIn) and tracking and evaluating campaigns.
- Experience of communicating complex information in a simple way and in Plain English.
- Line management experience, project management experience.
- Irish language proficiency.

Required Competencies

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

See further information on these competencies at Appendix 1

Principal Terms of Service

Contract arrangements

This position will be offered on a full-time Permanent Contract basis subject to the satisfactory completion of a probation period.

Salary from 1 February 2026

The salary scale for this post is the Higher Executive Officer (HEO) Civil Service Equivalent: €59,435, €61,173, €62,908, €64,640, €66,380, €68,111, €71,808, **€74,388**^(LS11), **€77,919**^(LS12)

1. After 3 years' satisfactory service at the maximum
2. After 6 years' satisfactory service at the maximum

Starting Salary and Payment Agreements

Candidates should note that entry will be at the 1st 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. Increments may be awarded annually subject to satisfactory performance with the exception of long service increments, if applicable.

Different terms and conditions may apply if immediately before appointment you are a currently serving civil/public servant.

You will agree that any overpayment of salary, allowances, or expenses will be repaid by you in accordance with Circular 7/2018: Recovery of Salary, Allowances, and Expenses Overpayments made to Staff Members/Former Staff Members/Pensioners.

Outside Employment

The position will be full time, and the appointees may not engage in private practice or be connected with any outside business which conflicts in any way with their official duties, impairs performance or compromises their integrity.

Location

The Citizens Information Board, George's, Quay House, 43 Townsend Street, Dublin 2. D02 VK65.

Citizens Information Board formally introduced a blended working policy in January 2023 which allows employees to apply for a combination of working from their assigned office premises and working remotely.

Working Week

Subject to the exigencies of the post, the normal working week is 35 hours, exclusive of lunch breaks. Normal attendance arrangements are 09:00 am to 5:00 pm, Monday to Friday. Employees may, on occasion, be required to work outside normal office hours.

Annual Leave

The annual leave allowance for this post will be 29 working days per annum plus Public Holidays.

The Organisation of Working Time Act 1997

The terms of the Organisation of Working Time Act, 1997 will apply, where appropriate to this appointment.

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 S.I. 124 of 2014 and S.I. 384 of 2015 Public Service Management (Sick Leave) Regulations and relevant sick leave circulars.

Eligibility to compete and certain restrictions on eligibility

European Economic Area Nationals

If you are an EU/EEA, U.K. or Swiss national, you may be asked to provide proof of nationality (e.g. passport) to confirm your right to work in Ireland. If you are a non-EU/EEA, non-U.K. or non-Swiss national, you will be required to provide documentation confirming you have current and valid permission to permanently work and reside in the Republic of Ireland.

Collective Agreement: Redundancy Payments to Public Servants

The Department of Public Expenditure and Reform letter dated 28 June 2012 to Personnel Officers introduced, with effect from 1 June 2012, a Collective Agreement which had been reached between the Department of Public Expenditure and Reform and the Public Services Committee of the ICTU in relation to ex-gratia Redundancy Payments to Public Servants.

It is a condition of the Collective Agreement that persons availing of the agreement will not be eligible for re-employment in the public service by any other public service body (as defined by the Financial Emergency Measures in the Public Interest Act 2009 – 2011) for a period of 2 years from termination of the employment. People who availed of this scheme and who may be successful in this competition will have to prove their eligibility (expiry of period of non-eligibility).

Incentivised Scheme for Early Retirement (ISER)

It is a condition of the Incentivised Scheme for Early Retirement (ISER) as set out in the Department of Finance Circular 12/09 that retirees, under that Scheme, are debarred from applying for another position in the same employment of the same sector. Therefore, such retirees cannot apply while the above restrictions continue in force.

Department of Health and Children Circular (7/2010)

The Department of Health Circular 7/2010 dated 1 November 2010 introduced a Targeted Voluntary Early Retirement (VER) Scheme and Voluntary Redundancy Schemes (VRS). It is a condition of the VER scheme that persons availing of the scheme will not be eligible for re-employment in the public health sector or in the wider public service or in a body wholly or mainly funded from public moneys. The same prohibition on re-employment applies under the VRS, except that the prohibition is for a period of 7 years. People who availed of the VER scheme are not eligible to compete in this competition. People who availed of the VRS scheme and who may be successful in this competition will have to prove their eligibility (expiry of period of non-eligibility).

Department of Environment, Community & Local Government (Circular Letter LG(P) 06/2013)

The Department of Environment, Community & Local Government Circular Letter LG(P) 06/2013 introduced a Voluntary Redundancy Scheme for Local Authorities. In accordance with the terms of the *Collective Agreement: Redundancy Payments to Public Servants* dated 28 June 2012 as detailed above, it is a specific condition of that VER Scheme that persons will not be eligible for re-employment in any public service body [as defined by the Financial Emergency Measures in the Public Interest Acts 2009 – 2011 and the Public Service Pensions (Single Scheme and Other Provisions) Act 2012] for a period of 2 years from their date of departure under this Scheme. These conditions also apply in the case of engagement/employment on a contract for service basis (either as a contractor or as an employee of a contractor).

Declaration

Applicants will be required to declare whether they have previously availed of a public service scheme of incentivised early retirement and/or the collective agreement outlined above. Applicants will also be required to declare any entitlements to a 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.

Superannuation and Retirement

The appointee will be offered the appropriate superannuation terms and conditions as prevailing in the public 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 <https://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.

The key provisions attaching to membership of the Single Scheme are as follows:

- Career average earnings are used to calculate benefits (a pension and lump sum amount accrue each year and are up-rated annually by reference to CPI).
- Pensionable Age - The minimum age at which pension is payable is 66 (rising to 67 and 68 in line with State Pension age changes).
- Retirement Age - Scheme members must retire at the age of 70.
- Post retirement pension increases are linked to CPI.

Pension Abatement

This may have pension implications for any person appointed to this position who is currently in receipt of a Civil or Public Service Pension or has a Preserved Civil or Public Service Pension which will come into payment during their employment in this position. If the appointee was previously employed in the Civil Service or in the Public Service please note that the Public Service Pensions (Single Scheme and Other Provisions) Act 2012 includes a provision which extends abatement of pension for all Civil and Public Servants who are re-employed where a public service pension is in payment or comes into payment during this employment. This provision, to apply abatement across the wider public service, came into effect on 1 November 2012. Please note: In applying for this position, you are acknowledging that you understand that the abatement provisions, where relevant, will apply. It is not envisaged that the employing Department/Office will support an application for an abatement waiver in respect of appointments to this position.

If the appointee was previously employed in the Civil Service and awarded a pension under voluntary early retirement arrangements (other than the Incentivised Scheme of Early Retirement (ISER), Department of Health Circular 7/2010 VER/VRS of the Department of Environment, Community and Local Government Circular Letter LG (P) 06/2013 which, as indicated above, renders a person ineligible for the competition, the entitlement to that pension will cease with effect from the date of reappointment. Special arrangement will however be made for the reckoning of previous service given by the appointee for the purpose of any future superannuation award for which the appointee may be eligible.

Department of Education and Skills Early Retirement Scheme for Teachers

Circular 102/2007

The Department of Education and Skills introduced an Early Retirement Scheme for Teachers. It is a condition of the Early Retirement Scheme that with the exception of the situations set out in

paragraphs 10.2 and 10.3 of the relevant circular documentation, and with those exceptions only, if a teacher accepts early retirement under Strands 1, 2 or 3 of this scheme and is subsequently employed in any capacity in any area of the public sector, payment of pension to that person under the scheme will immediately cease. Pension payments will, however, be resumed on the ceasing of such employment or on the person's 60th birthday, whichever is the later, but on resumption, the pension will be based on the person's actual reckonable service as a teacher (i.e. the added years previously granted will not be taken into account in the calculation of the pension payment).

III-Health Retirement

For an individual who has retired from a Civil/Public Service body on the grounds of ill-health their pension from that employment may be subject to review in accordance with the rules of ill-health retirement within the pension scheme of that 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 existing public service pension scheme would apply. This 40-year limit, which is provided for in the Public Service Pensions (Single Scheme and other Provisions) Act 2012 came into effect on 28 July 2012. *This may have implications for any appointee who has acquired pension rights in a previous public service employment.*

Additional Superannuation Contribution

The appointment is subject to the Additional Superannuation Contribution (ASC) in accordance with the public service pay and Pensions Act 2017.

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

Other Conditions of Employment

Further information on the conditions of employment will be outlined in the contract of employment for the successful candidate.

Data Protection

In line with the Data Protection Acts 1988-2018 and the General Data Protection Regulation (GDPR), all personal information provided on this application form will be stored securely by the HR team at Citizens Information Board (CIB) and will be used only for the purposes of the recruitment process. Application forms will be retained for a period of one year from the scheduled interview date, and in the case of a successful candidate, for the duration of employment and a minimum of one year thereafter.

Applicants' information is processed under the legal basis of contractual necessity. The provision of personal data is necessary for the processing of your application or the conclusion of an employment contract with CIB. This information may be submitted to and processed by CPL Recruitment. The information will also be made available to the interview panel.

Following completion of the recruitment selection process, all personal information will be retained only by CIB, and this information will not be disclosed to any other external third party without your consent, except where necessary to comply with statutory requirements or seeking references.

You may, at any time, make a request for access to the information held about you as outlined. Should you wish to make any changes, to any of the information stored about you within the one-year retention period, please contact the HR Manager at Citizens Information Board, Georges Quay House, 43 Townsend Street, Dublin 2, DO2 VK65.

For information on how your personal data will be used as part of this process please refer to our Data Protection Notice for Job Applicants, available at the following link:
https://www.citizensinformationboard.ie/en/data_protection/cib.html

How to Apply

To apply for this role candidates **must**:

- Fully complete and sign the application form
- Provide a cover letter setting out their suitability for the position

The completed and signed application form with cover letter (maximum one page) should be sent to: recruitment@ciboard.ie

In the subject line, insert: **Digital Content Executive**

All documents must be submitted in Word or PDF format. For security reasons, files sent by email as links to documents in shared cloud-based servers will not be accepted.

An automatic acknowledgement email will be issued for all applications received. If you do not receive this acknowledgement of your application once submitted, please contact the HR Team by email recruitment@ciboard.ie to ensure your application has been received.

Closing date

Please note the latest time for receipt of applications is **5pm on Monday 8 June 2026.**

Incomplete applications, postal applications or CVs will not be accepted. Any applications received after the closing date and time will not be considered.

Selection Process

Candidates will be shortlisted based on information contained within their application. Shortlisted candidates will be contacted in relation to attending an interview(s). During any short-listing exercise that may be employed, a board will examine the applications and assess them against pre-determined criteria based on the requirements of the position. It is therefore in your own interest to provide a detailed and accurate account of your qualifications and experience within the application.

The selection process may involve a presentation or other exercise and one or more interviews. All interviews are competency based and will take place on-site in Dublin. The onus is on all applicants to make themselves available on the date(s) specified by CIB and make whatever arrangements are necessary to ensure they receive communications sent to them at the contact details specified. CIB will not be responsible for any expenses incurred by candidates.

Important Notice

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

The Citizens Information Board is committed to providing equal opportunities for employment to all. Applications will be reviewed and shortlisted for interview on the merit, skills and experience detailed in the documentation supplied, regardless of gender, age, sexual orientation, civil status, family status, religion, disability, race, or membership of the Traveller community.

APPENDIX 1: HIGHER EXECUTIVE OFFICER LEVEL COMPETENCIES

Team Leadership

- Works with the team to facilitate high performance, developing clear and realistic objectives and addressing performance issues if they arise
- Provides clear information and advice as to what is required of the team
- Strives to develop and implement new ways of working effectively to meet objectives
- Leads the team by example, coaching and supporting individuals as required
- Places high importance on staff development, training and maximising the skills and capacity of the team
- Is flexible and willing to adapt, positively contributing to the implementation of change

Judgment, Analysis & Decision Making

- Gathers and analyses information from relevant sources, weighing up a range of critical factors
- Takes account of any broader issues and related implications when making decisions
- Uses previous knowledge and experience in order to guide decisions
- Uses judgement to make sound decisions with a well-reasoned rationale and stands by these
- Puts forward solutions to address problems

Management & Delivery of Results

- Takes responsibility and is accountable for the delivery of agreed objectives
- Successfully manages a range of different projects and work activities at the same time
- Structures and organises their own and others work effectively
- Is logical and pragmatic in approach, delivering the best possible results with the resources available
- Delegates work effectively, providing clear information and evidence as to what is required
- Proactively identifies areas for improvement and develops practical suggestions for their implementation
- Demonstrates enthusiasm for new developments/changing work practices and strives to implement these changes effectively
- Applies appropriate systems/ processes to enable quality checking of all activities and outputs
- Practices and promotes a strong focus on delivering high quality customer service, for internal and external customers

Interpersonal & Communication

- Builds and maintains contact with colleagues and other stakeholders to assist in performing own role
- Acts as an effective link between staff and senior management
- Encourages open and constructive discussions around work issues
- Projects conviction, gaining buy-in by outlining relevant information and selling the benefits
- Treats others with diplomacy, tact, courtesy and respect, even in challenging circumstances
- Presents information clearly, concisely and confidently when speaking and in writing
- Collaborates and supports colleagues to achieve organisational goals

Specialist Knowledge, Expertise and Self Development

- 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 the Organisation and effectively communicates this to others
- Has high levels of expertise and broad Public Sector knowledge relevant to their area of work
- Focuses on self-development, striving to improve performance

Drive and Commitment to Public Service Values

- Strives to perform at a high level, investing significant energy to achieve agreed objectives
- Demonstrates resilience in the face of challenging circumstances and high demands
- Is personally trustworthy and can be relied upon
- Ensures that customers are at the heart of all services provided
- Upholds high standards of honesty, ethics and integrity