



## **Broadcasting Authority of Ireland**

### **Manager - HEO (AVMSD) – Temporary 2-year fixed-term contract**

#### **Role Description**

The Broadcasting Authority of Ireland (“BAI”) was established under the Broadcasting Act 2009 (“the Act”) on 1st October 2009, as an independent regulator for radio and television broadcasters in Ireland. The Act sets out a range of general and specific objectives for the BAI and specifies that the BAI “shall endeavour to ensure:

- that the number and categories of broadcasting services made available in the State best serve the needs of the people of the island of Ireland, bearing in mind their languages and traditions and their religious, ethical and cultural diversity;
- that the democratic values enshrined in the Constitution, especially those relating to rightful liberty of expression, are upheld; and,
- the provision of open and pluralistic broadcasting services.”

The Act also sets out a range of other objectives for the Authority which include:

- stimulating the provision of high quality, diverse, and innovative programming;
- facilitating public service broadcasters in the fulfilment of their public service objects;
- promoting diversity of control in the commercial and community sectors;
- providing a regulatory environment that: –
  - sustains independent and impartial journalism;
  - sustains compliance with employment law;
  - protects the interests of children;
  - facilitates a broadcasting sector which is responsive to audience needs and accessible to people with disabilities;
  - promotes and stimulates the development of Irish language programming and broadcasting services.

The BAI gives effect to these responsibilities through a range of regulatory policies, processes and procedures which include among others:

- The development, implementation and review of a Broadcasting Services Strategy that continues to facilitate dynamic licensing policies and plans and promotes quality programming on Irish television and radio.

- The promotion of Media Plurality in Ireland through relevant research, the provision of advice to the Minister as required, the implementation and review of the BAI Ownership and Control Policy, and evaluation of media merger proposals.
- The review and assessment of the adequacy of public funding for RTÉ and TG4
- The preparation and revision of Broadcasting Codes which govern the standards and practices to be observed by broadcasters.
- The processing and adjudication of broadcasting complaints, through its Compliance Committee.
- The responsibility for the Broadcasting Funding Scheme to provide funding for the production (through the Sound and Vision scheme) and the archiving (through the Archiving Scheme) of radio and television programmes pertaining to Irish culture, heritage and experience. The Scheme is funded via 7% of the television licence fee.

**Vacancy:**

The BAI has an immediate vacancy at Higher Executive Officer (HEO) level for a 2-year fixed-term contract.

This vacancy will be for a maximum of two (2) years from the date of appointment and will not be extended beyond this period. This position will be a member of BAI staff with BAI terms and conditions, however will be initially assigned to the Audio Visual Media Services Directive team within Department of Communications Climate Action and the Environment.

Interested and suitably qualified candidates from either the Civil Service or other Public Service organisations may be eligible for a secondment.

**Purpose of the Role:**

Higher Executive Officer within the BAI is a middle management role with significant managerial responsibilities. Managers are expected to contribute actively to the implementation of the BAI's strategic objectives, to the continuous improvement of the organisation in terms of its effectiveness and efficiency and to demonstrate behaviours consistent with the organisation's culture, values and reputation.

Working within a matrix management structure, Managers are required to demonstrate a willingness to apply resources flexibly across a range of work areas, both in terms of one's own skills and experience as well as those of direct reports. This requires an approach to working that is premised on flexibility, collaborative working but also individual accountability and collective responsibility. It also requires that Managers are proactive in seeking information and generating solutions. The role demands active engagement with the Authority and Statutory Committees.

Managers should demonstrate the ability to manage multiple and varied tasks and conflicting priorities, using appropriate delegation, prioritisation and resourcefulness.

Managers are expected to role model the BAI Performance Management and Development (PMD) brand and to lead by example by actively engaging in the ongoing development of staff as well as actively eliciting feedback that can contribute to an improvement in their own performance. Managers

are also required to engage with peers in giving feedback on staff to facilitate the PMD process in a matrix context.

### **Areas of Responsibility:**

A person appointed to this role will be principally responsible for areas of work pertaining to the transposition of the Audio-Visual Media Services Directive (AVMSD). Consequently, it is anticipated that the workload in these areas would include the following:

- Participation in, and drafting of relevant documents from a range of stakeholders relating to the transposition of the AVMS Directive
- Assessment of the impact of the revised AVMSD on current audio-visual actors, BAI policies, the BAI licensing processes, the existing BAI Codes and Rules,
- Revision of existing BAI policies and statutory Codes and Rules as required
- Manage and support appropriate key research to inform the transposition of the AVMSD
- Designing and implementing consultation processes and review and analysis of the outcomes of such processes
- Legal advice: scoping, briefing, liaising and reviewing material from and with legal advisors.
- Liaising with relevant stakeholders in respect of AVMSD matters
- Attendance at and participation in relevant European meetings

This list is not exhaustive and is only provided as a guide for applicants in order to help them assess the type of areas of activity that may fall under their responsibility should they be successful.

### **Key Competencies**

The BAI operates a Competency Framework (see Competency Framework [here](#) - please refer to competencies listed under the HEO column). Applicants will be expected to demonstrate how they have developed these competencies through previous experience and learning.

Furthermore, an applicant will need to demonstrate substantial knowledge of the provisions and anticipated impact of the revised AVMSD,

The interview, therefore, will test a candidate's knowledge and competencies.

### **Person Specification**

#### **Essential skills and experience**

An applicant is expected to:

- Demonstrate knowledge of, and/or experience in, policy development and implementation.
- Demonstrate knowledge of, and/or experience in regulatory and/or legal matters, at national and/or European level. Knowledge of broadcasting or online regulation would be a particular advantage.
- Demonstrate understanding of the evolving digital communications environment and its impact on audio-visual regulation.
- Show evidence of ability to analyse and think critically, quickly grasping complex issues and making informed and timely decisions.

- Demonstrate strong planning and organisational skills and the ability to prioritise effectively and manage a significant work load;
- Display well-developed interpersonal skills with the ability to build relationships with many different stakeholders and demonstrate negotiation and influencing skills;
- Demonstrate the ability to work on own initiative as well as on project teams;
- Possess excellent written communication skills in a variety of forms including policy documents, correspondence and reports. Excellent presentation skills are essential including the ability to effectively communicate complex issues.
- Have excellent attention to detail and a track record of delivering on targets and objectives.

### **Desirable qualifications, skills and experience**

- A recognised qualification/degree of at least Level 7 on the National Framework of Qualifications in a relevant discipline is highly desirable, for example in law, communications or digital communications

### **Key Terms and Conditions of Post**

The posts will be offered on a temporary basis. The vacancies will be for two (2) years from the date of appointment and will not be extended, having regard to the conditions set by the Departmental sanction. The posts are offered on a full-time basis, working 37 hours per week. Appointment will be by way of Acting Allowance with preservation of rights relating to the appointee's existing position

The posts are graded at the equivalent of the Civil Service Higher Executive Officer (Standard) Grade. The scale currently starts at €48,028 rising to €60,486 (LSI 2) per annum. Any non-serving civil or public servants shall be placed on the first point of the scale. Serving public servants shall be placed on a scale point commensurate with their length of service at the relevant grade, in accordance with the Department of Public Expenditure and Reform guidelines.

Annual leave is 29 days per annum.

Travel may be required from time to time. Travel and Subsistence will be paid per rates fixed from time to time for the Public Service by the Minister for Public Expenditure and Reform.

#### **Process:**

Interested candidates should submit their full career details in a curriculum vitae and a cover letter demonstrating how they meet the requirements for this position.

For ease of processing, please note that email applications must be marked in the subject heading with your name and the post you are applying for – "Your name - HEO AVMSD". Failure to do so may result in your application being deemed ineligible.

Applicants are asked to demonstrate in their cover letter, by reference to specific achievements in their career to date that they possess the qualities, skills, competencies and knowledge required for the role of Higher Executive Officer as identified in this role description.

Applicants should also provide the name of two referees. It is the policy of the BAI to only contact referees once an individual comes under consideration for appointment.

Complete applications should be submitted by email to: [reception@BAI.ie](mailto:reception@BAI.ie) by **12 noon latest on Friday 29<sup>th</sup> March, 2019**. Late applications will not be accepted.