

Respite Harold's Cross
Rehabilitation Blackrock
Reassurance Wicklow

Job Description & Person Specification

Digital Co-Ordinator

- 1.0WTE (35 hours per week)
- Indefinite Duration contract
- Grade IV (Clerical)
- Board of Directors funded
- Based in Harold's Cross



Thank you

for your interest in joining the Our Lady's Hospice & Care Services team.

This is a fantastic opportunity to join an ambitious organisation with a vital mission to provide specialist health and social care services within our three Hospices and surrounding communities.

We passionately believe that everyone living in our community should be able to access high quality person-centred care when they need it. We also believe that our services should be delivered in the most appropriate and effective way to meet growing demand and the increasingly complex needs of an ageing population.

To achieve that vision, our services must continually adapt and our Strategic Plan outlines plans to enhance our care by building capacity, reconfiguring and integrating our services and workforce based on best practice, evidence-based models of care and anticipated future needs.

To achieve these important goals, we need a strong, diverse and dynamic team committed to working together to meet the needs of our patients, residents and their families.

To achieve the above, we are looking for exceptional people to join our team. In this document, we present information about Our Lady's Hospice & Care Services as well as information about this important role. If this is of interest to you – please get in touch.

Mary Flanagan | C.E.O.

Mission Statement

Our Lady's Hospice & Care Services, founded by the Sisters of Charity in 1879, continues its mission by providing, with loving care, high quality, person-centred health and social care services in the Hospice and community.



Who we are

Established by the Religious Sisters of Charity in 1879, the Hospice in Harold's Cross was opened in response to the healthcare needs of the community. Today, Our Lady's Hospice & Care Services (OLH&CS) provides specialist care for a catchment of over one million people with a wide range of needs, from residential rehabilitation to end-of-life care, from our bases in Harold's Cross, Blackrock (est. 2003) and Wicklow (est. 2020).

As the profile and needs of patients has changed over the years, the Hospice formed three core services, which are supported by education and research, as the bedrock of quality healthcare:

- Specialist palliative care is delivered in each of our three locations, making us the largest provider in Ireland.
- Our campus in Harold's Cross houses the Rheumatic & Musculoskeletal Disease Unit, a unique service that enables those with a chronic condition to maintain or improve their quality of living.
- Our Harold's Cross campus also houses our Care of the Older Person service comprising our Community Rehabilitation Unit (CRU) and a residential unit. CRU provides in-patient care for frail over-65s and our residential unit, Anna Gaynor House, is a safe comfortable home for older people with high dependencies.

Over 700 medical and general staff and 400 incredible volunteers provide world class person-centred care to help patients and residents achieve their best quality of life and support their families.

OLH&CS is funded by the HSE to provide a defined level of service on its behalf and is a section 38 provider with a voluntary Board of Directors.

OLH&CS also relies on fundraising to enhance patient services and to continue developing its three sites and must raise a minimum of €5.5 million every single year.

Our Core Values

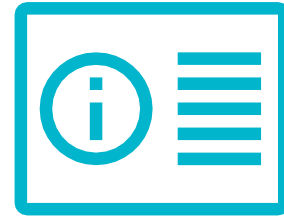
Human Dignity: To respect the unique worth of every individual.

Compassion: To empathise with those who are in discomfort or suffering and to strive to understand their experience.

Justice: To consistently act with integrity, honesty, commitment and accountability.

Quality: To strive for excellence in all aspects of our work.

Advocacy: To represent the needs of those who are unable to speak for themselves.



About the Role

TITLE: Digital Co-Ordinator

REPORTING TO: Senior Communications & Engagement Manager

ACCOUNTABLE TO: Board of Directors

SALARY SCALE: Department of Health & Children consolidated pay scales (01/02/2026) apply per annum pro rata: **Grade IV (0558) | €36,109 - €55,463 (LSI €53,829 LSI €55,463)**. This position is funded by the **Board of Directors**.

For new entries to the health service, the successful candidate's salary will be calculated strictly in accordance with the number of years of relevant and/or comparable experience. For internal applicants/applicants currently employed within the Health Service, starting pay / pay on promotion will be governed by the Department of Health Circular No. 10/71.

PENSION SCHEME: The successful candidate will become a member of the Our Lady's Hospice & Care Services (OLH&CS) defined contribution pension scheme administered by Irish Life through Pension Consultants AON Hewitt. **As this post is not H.S.E. funded, please note this is not a public sector pension scheme.** If you are a member of an Irish Public Sector Pension Scheme, which is not the Single Public Service Pension Scheme (SPSPS), please ensure that you contact your current pension scheme administrators to ensure you are fully aware of the implications of leaving a public sector pension scheme for a period of 26 weeks or greater.

HOLIDAYS: 25-27 days per annum pro rata

HEALTH: A candidate for and any person holding the post must be fully competent and capable of undertaking the duties attached to the post and be in a state of health such as would indicate a reasonable prospect of ability to render regular and efficient service. For the purpose of satisfying the requirements as to health, the successful candidate, before being appointed, shall undergo a pre-employment medical.

CHARACTER: A candidate for and any person holding the office must be of good character.

HOURS OF WORK: **35 hours** per week. Details of starting and finishing times, which may vary in accordance with Hospice needs, will be notified to you by your Head of Department/Deputy. There will be times when you will be required to work outside of the normal office hours.

WORKING WEEK: Will be determined by the needs of the department.

LOCATION: This position is based in Harold's Cross however, Our Lady's Hospice & Care Services (OLH&CS) currently operates across three sites; Harold's Cross, Blackrock and Wicklow. In the interest of patient care and changing needs, candidates are required to be completely flexible and are obliged to carry out duties in any department or location of the Hospice or associated locations when required to do so by the Chief Executive Officer.

ETHICAL CODE: The post holder is requested to respect the special charism, ethos and tradition of OLH&CS and to observe and comply with its general policies, procedures and regulations.

CONFIDENTIALITY: You will have access to various types of records/information in the course of your work. Such records and information are strictly confidential and unless acting on the instruction of an authorised person, on no account must information concerning staff, patients or other Hospital business be divulged or discussed except in the performance of normal duty.

In addition, records may never be left in such a manner that unauthorised persons can obtain access to them and must be kept in safe custody when no longer required.

GARDA VETTING: Legislation has been introduced for the provision of Garda Vetting in respect of candidates for employment in areas of the Health Services, where it is envisaged that potential employees would have substantial access to children or vulnerable adults. The successful candidate will be required to satisfactorily complete the Garda Vetting process prior to an appointment being made.

JOB PURPOSE: To work closely with the Senior Communications & Engagement Manager, supporting all areas required to ensure the efficient and effective operation of the Communications function across our 3 sites and 3 services (Palliative Care, Rheumatology & Musculoskeletal Unit and Older Persons Service). The postholder will have particular responsibility for the day-to-day running of the OLH&CS digital and social media platforms, ensuring all content is appropriate, up-to-date and aligned with our communications strategy. The postholder will be responsible for generating, scheduling, managing and monitoring content for social media, website and ezines, and will liaise with colleagues at all levels, volunteers and other partners to gather and create content for inclusion. They will assist with the day-to-day planning, as well as the creation and publishing, of digital media content. This will include the development and management of a digital/social media calendar to keep track of and promote a wide range of activities and events, and working closely with colleagues to also promote fundraising activity. The postholder will be required to stay abreast of the latest trends in digital communications and to ascertain which of these may be beneficial to the communications department of OLH&CS.

MAIN DUTIES AND RESPONSIBILITIES

Digital Communications

- Development, management and monitoring of content for publication on all OLH&CS's digital platforms, ensuring all information is concise, up-to-date and has the appropriate consents.
- Assist in the development of OLH&CS' effective use of available online platforms to strengthen stakeholder engagement and reputation management, including the website and other internal communications activations (staff ezine, etc), plus social media channels.
- Strong proficiency in planning and developing digital content, primarily for social media and website purposes i.e., production of short videos (planning, interviewing, recording, editing and uploading - mobile journalist approach) using various in-house design and editing tools such as photo shop, Canva etc.
- Work with various colleagues (in particular, those working in Fundraising), volunteers, and partners to maximise the impact of our communications, especially in the digital space, fully reflecting the work and values of the organisation.
- Monitor, report on and grow engagement in our digital spaces.
- Monitor, track and flag/respond as appropriate to social media/website queries.
- Coordinate day-to-day social media production needs and internal processes.
- Oversee and champion the use of social monitoring tools inside the organisation.

- Help to provide guidance to staff on social media best practices.
- Assist in providing a support and advisory service to relevant management and staff members on communications issues and opportunities.
- Tailor communications appropriately to the requirements of target groups.
- Strong proficiency required in Microsoft Office packages: i.e. Word/ Excel/ PowerPoint etc.
- Strong proficiency required in Wordpress and website management.
- Design using tools such as Mailchimp, Canva etc.

External Communications

- Develop tailored patient information leaflets and brochures for various aspects of our services using approved branded templates, in collaboration with colleagues.

Internal Communications

- Develop quarterly newsletters for circulation among staff and volunteers.
- Engage with relevant colleagues, patients, residents and families as required across our three sites and services.

Brand

- Ensure all communications content is aligned with OLH&CS brand guidelines.

Networks/Links

- Engage as needed with third party suppliers and colleagues in external organisations.

Personal Attributes

- Excellent writing skills, with sharp attention to detail on grammar etc.
- Self-motivated and proactive, with a solutions-focused attitude.
- A team player, who enjoys working collaboratively.
- Practical experience with camera equipment, lighting and audio set up.
- Strong understanding of brand systems, visual identity and the need for brand and message consistency across channels and formats.
- Experience working across multiple projects simultaneously in a results-focused environment.
- Excellent communication skills and the confidence to uphold brand standards across a large organisation.

General

- Have a working knowledge of and adhere to OLH&CS policies at all times.
- Ensure confidentiality in all matters of information obtained during the course of employment.
- To present and act in a professional manner at all times and ensure colleagues do likewise.
- Keep up-to-date with developments of professional practices and all other relevant matters to ensure maintenance of knowledge and skill base.
- Assume responsibility for his/her own professional development.
- Maintain a safe work environment in co-operation with the Hospice Management Team and with reference to the Safety, Health and Welfare at Work Act, 2005: in that respect report any accidents / near misses and document according to policy.
- Provide cross cover for other areas when required and such duties as required.
- To effectively and efficiently use information technology for the role in a manner which integrates well with systems throughout the Hospice.

The duties and responsibilities detailed above are a reflection of the present service requirements and are 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 the post holder from time to time and to contribute to the development of the post while in office.

This job description will be subject to review in the light of changing circumstances. This job description is not intended to be exhaustive but should be regarded as providing guidelines within which individuals work.

Core Competencies

Level 1 on the Competency Based Framework

Quality Service

Level 1

- Adopts a patient / resident centred approach at all times
- Demonstrates a commitment to achieving a high standard result
- Is flexible and adaptable to meet unanticipated demands
- Ability to act as an advocate for patients and residents
- Foster a multi-disciplinary approach to ensure the best possible care is provided
- Complies with organisational policies and procedures at all times
- Understands and respects the rights of all patients, residents and families

Continuous Learning and Development

Level 1

- Displays enthusiasm and motivation to work
- Learns quickly and adapts with new ideas and procedures
- Engages in performance management and participates in training as required
- Awareness of all roles, departments and structures within the organisation
- Takes accountability for maintaining one's own continuous professional development
- Receptive to constructive feedback
- Aware of one's own limitations
- Strives to progress within the organisation
- Achieves performance goals
- Engage in knowledge and experience sharing for the purposes of learning and development

Professional Service

Our Lady's Hospice & Care Services is committed to providing a professional, efficient and flexible service through ensuring our staff have the required knowledge and effective planning and organising skills in order to maximise the quality of the service whilst managing competing demands.

Organisational Knowledge

Level 1

- Strong knowledge of Our Lady's Hospice & Care Services Core Values, Mission Statement and services provided to patients/residents in both Harold's Cross and Blackrock
- Strong understanding of the healthcare environment
- Awareness of the organisational chart and the department and management structures throughout the organisation
- Understands and adheres to policies, procedures, regulation and standards
- Applies practice that is in accordance with relevant legislation and standards
- Adhere to a professional code of practice relevant to area of practice
- Understands one's own scope of practice

Planning and Organising

Level 1

- Demonstrates the ability to plan and deliver the duties of the role in an effective and resourceful manner within a model of person-centred care
- Adopts a systematic approach to planning, organising and managing caseload effectively
- Ability to multi-task without losing focus
- Manage competing and changing priorities effectively
- Demonstrates a flexible and adaptable approach in a changing environment
- Deal with issues in a prompt and timely manner
- Utilise established processes and systems for prioritising and delivering on tasks
- Demonstrates a high level of attention to detail to ensure accuracy and adherence to policies and procedures

Professionalism

Level 1

- Demonstrates honesty, integrity and holds a strong code of ethics
- Maintains appropriate and professional boundaries
- Ensure confidentiality and discretion is respected in all patient, resident and hospice related matters
- Demonstrates enthusiasm and commitment to one's work
- Demonstrates an ability to apply knowledge to best practice
- Maintains professional appearance and adheres to organisational dress code
- Manages personal problems to minimise impact on work and professional relationships
- Ability to work in an accurate and consistent manner

People

Our Lady's Hospice & Care Services strives to ensure an open, transparent and objective environment through the utilisation of effective communication and teamwork. We aim to optimise organisational output and achievements through effective people management skills to maximise performance. Effective communication ensures a high quality and accessible service.

Communication

Level 1

- Demonstrates excellent communication skills, both verbal and non-verbal
- Clearly and confidently articulates ideas and opinions and their underlying rationale
- Draws on a variety of communication methods to fit a various situations and circumstances
- Actively listens
- Patiently explains things to others and uses questions to check for understanding and to avoid misinterpretation
- Approachable using open body language
- Respects confidentiality
- Demonstrates the ability to engage in compassionate, individualised and timely communication with individuals with life limiting conditions, families, carers and members of the multidisciplinary team.
- Displays awareness and appreciation of the service users and the ability to empathise with and treat others with dignity and respect.

Team Player

Level 1

- Demonstrates the ability to work co-operatively as part of a team
- Is a supportive team member
- Fosters a collaborative team working environment
- Utilises teamwork to share best practice ideas and breakdown departmental barriers
- Establishes and maintains external networks for the purposes of increasing efficiency of service delivery and improving quality

People Management

Level 1

- Demonstrates patience and respect when imparting information to others
- Shows respect on a consistent basis to staff
- Acknowledges contributions of all

Change Management

Change management is the process, tools and techniques to manage change to achieve the required organisational outcome. Our Lady's Hospice & Care Services utilises leadership and innovation to aid the organisation to make successful transitions resulting in the adoption and realisation of change in an ever-changing environment.

Leadership

Level 1

- Leads by example
- Energetic and enthusiastic approach to work
- Motivates and supports work colleagues
- Demonstrates an ability to be flexible and change position if required
- Builds credibility and portrays the profession in a positive light by being professional and well informed

Innovation

Level 1

- Thinks creatively and implements solutions for everyday problems
- Identifies a variety of approaches to problem solving

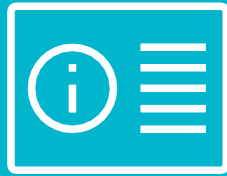
Problem Solving and Decision Making

Level 1

- Demonstrates the ability to effectively evaluate information and make appropriate decisions
- Demonstrates a reflective approach when dealing with problems,
- Carefully evaluates different solutions prior to action
- Supports ideas, views and initiatives with logic and reasoning
- Identifies and uses appropriate sources of information when making decisions

Person Specifications

Criteria	Essential	Desirable
Qualifications	Relevant third level qualification at degree level in communications, journalism, digital marketing or a related field.	Relevant qualification in digital communications.
Experience	Minimum of 3 years' relevant experience working in a fast-paced Comms / PR environment, with demonstrable achievements in digital communications, including content creation and copywriting using tools such as Canva, Mailchimp etc.	Relevant experience in managing digital communications for a charity/healthcare organisation. Genuine interest in working in a charity/healthcare environment.



Our Lady's Hospice & Care Services has three locations:



Respite Rehabilitation Reassurance
Harold's Cross Blackrock Wicklow

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