



Job Title & Salary	Communications Manager Clerical Grade VII (0582), DOH scale (€61,219 – €79,583 Inc. 2 LSI's)
Location of Post	This post is mainly based in Clontarf in Dublin and will involve travelling to other CRC sites. Blended working option is available.
Details of Service / Purpose of the Position	About the Central Remedial Clinic (CRC) The CRC is a publicly funded Section 38 Agency, a registered charity, and a company limited by guarantee. It is a non-residential national service for the care, assessment, treatment and development of children and adults with disabilities. The CRC works with approximately 4,000 children and adults with disabilities throughout Ireland and has two main centres in Dublin Clontarf and Clondalkin, and two regional centres in Limerick and Waterford. Services are also provided from additional sites in Dublin: Swords, Balbriggan, Ongar, Killester, Hartstown, Firhouse, Raheny, and Clongriffin. The CRC provides services under 3 main categories: • Adult Day Services • Children's Services • Enhanced Complex Care Pathways The Opportunity: Be part of the team leading a national transformation The Central Remedial Clinic (CRC) is at a historic inflection point. Established in 1951, we are evolving from a traditional charity model into a progressive, rights-based, and evidence-led national complex disability service provider. With approximately 400 staff and serving 4,000 people annually, we are a major Section 38 agency operating within a restructured healthcare framework. With the launch of our 2025–2030 Strategy, Creating Pathways that Empower and Enable, we are seeking a visionary and influential Communications Manager to define our voice on the national stage. This role offers a rare opportunity to lead a full organisational repositioning and shape an integrated communications function from the outset. We are seeking a high-calibre leader with the experience to navigate complex stakeholder landscapes:

	• <i>Senior Communications Track Record:</i> Proven experience in a senior communications role in a challenging, complex environment or market • <i>Transformation Leadership:</i> Experience leading and managing communications during periods of organisational change or restructuring. • <i>Media & Public Affairs Expertise:</i> A demonstrated track record in media engagement and narrative building. • <i>Stakeholder Diplomacy:</i> Skilled at building and sustaining high-value partnerships across diverse groups including the HSE, Government, and NGOs in partnership with members of the CRC leadership team • <i>Project & Budget Management:</i> Extensive experience overseeing strategic projects, departmental budgets, and external creative agencies. We are looking for someone who shares our values of respect, person centeredness, collaboration, quality, courage and stewardship. Someone with integrity, and who thrives in a dynamic environment where innovation and courage matter. If you want to lead with purpose and help us redefine what great communication looks like in an organisation that is evolving dynamically, we'd love to hear from you. What We Offer • The opportunity to shape CRC's national voice on disability, rights and inclusion • A leadership role with strategic influence, collaborative senior team culture and impact across services • Competitive remuneration • Blended working • Professional development supports • A values-led environment committed to accessibility and inclusion
Reporting Relationship:	The Communications Manager will report directly to the Head of Strategy and Innovation or nominated Senior Manager, with the understanding that this reporting line may be amended in line with the ongoing organisation transformation programme and future organisational design developments.
Liaison/ Communication & Key Working Relationships:	• CEO - close strategic partnership to shape and deliver the CRC's communications vision, ensure alignment with organisational priorities, and support high-level external engagement. • Head of Strategy and Innovation – direct reporting relationship, strategic alignment, and operational collaboration. • Senior Management Team – to ensure consistent, organisation-wide communication and alignment with strategic priorities.

	• Managers and Staff Across – to support effective internal communication, promote change initiatives, and strengthen organisational culture. • External Communications and Creative Agencies – to develop and deliver high-quality campaigns, branding, and public engagement activities. • Media and Public Relations Contacts – to manage press engagement, reputation, and key messaging. • Community Partners, Advocacy Groups, and Sector Stakeholders – to build strong, collaborative external relationships that support service awareness and impact. • Governance, HR, Quality, and Operations Teams – to ensure communications reflect organisational standards, policies, and regulatory expectations
Accountability, Duties and Responsibilities	Key Responsibilities • Strategic Communications Leadership: Design and deliver a Communications, Public Affairs, and Stakeholder Engagement Plan aligned with the 2025–2030 Strategic Plan. • Brand stewardship: Leverage the brand strategy to drive the repositioning of the organisation within the disabilities and wider healthcare sector. • Media Leadership: Proactively drive media engagement and respond to queries with credibility and professionalism. • Digital & Content Strategy: Oversee digital platforms and content strategies to drive brand repositioning, brand awareness and stakeholder interaction. • Crisis Communications: Develop and maintain robust protocols for managing potential reputational challenges. • Values Alignment The post holder will be expected to live the CRC values of person centredness, respect, quality, collaboration, courage and stewardship, and demonstrate behaviour consistent with the Values of the CRC.
Skills, competencies and/or knowledge	Strategic Communications & Branding • <i>Strategy Development:</i> Ability to develop and deliver an integrated communications strategy covering external relations, internal engagement, and public/corporate affairs. • <i>Brand Repositioning and Evolution:</i> Capacity to transition the CRC from current perceptions so that it is seen as a progressive, effective, person-centred, values-driven complex disabilities service provider. • <i>Messaging Architecture:</i> Skilled in shaping clear, coherent messaging for diverse audiences, including service users, families, and state funders. 2. Influence & Public Affairs

	• <i>Policy insight and Understanding:</i> A sound understanding of Ireland's disabilities policy and practice • <i>Advocacy & Policy:</i> Experience of supporting senior leaders to engage with members of the Oireachtas, policy makers, media and other organisations to contribute to public discourse on disabilities. • <i>Thought Leadership:</i> Ability to establish the CRC as an authoritative voice and thought leader in the disability sector. • <i>Irish Landscape:</i> A strong understanding of the Irish media, healthcare, and political landscape. 3. Rights-Based & Inclusive Communication • <i>Framework Knowledge:</i> A deep understanding of human rights principles and the UN Convention on the Rights of Persons with Disabilities (UNCRPD) and Ireland's National Human Rights Strategy for Disabled People. • <i>Accessibility Standards:</i> Commitment to best practices in accessible formats, including Plain Language, Easy Read, and Irish Sign Language (ISL). 4. Internal Leadership & Culture • <i>Advisory Role:</i> Experienced advisor to the CEO, leadership team and Board on communications strategy, crisis management, and organisational narrative. • <i>Change Management:</i> Ability to lead internal communications that align staff advocacy and morale with the new 2030 strategic direction. 5. Values Alignment • Candidates must demonstrate a commitment to our core values: Person-Centeredness, Respect, Quality, Collaboration, Courage, and Stewardship Beyond Communications expertise, we are looking for someone who is aligned with our core organisational values and is passionate about making a meaningful difference in the lives of people with disabilities. The successful candidate will: • Live our values in every aspect of their work, placing people with disabilities at the centre of decision-making. • Strive for quality and continuous improvement in communications practices. • Demonstrate respect in all interactions, valuing the perspectives of service users, families, colleagues and all stakeholders. • Lead with courage by confidently challenging assumptions and the status quo. • Embrace collaboration by working seamlessly across teams and functions, recognizing that shared insights and collective effort lead to stronger outcomes. • Uphold stewardship by diligently and responsibly managing the assets and resources entrusted to us.
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Eligibility Criteria Qualifications and/or experience	Essential Criteria • Degree-level qualification; communications-related discipline desirable • Experience in complex markets and organisational situations. • Strong understanding of the Irish media, healthcare [and political] landscape • Demonstrated track record in media engagement, national campaigning, narrative-building and issue framing • Excellent written and verbal communication skills, experienced organisational spokesperson • Skilled at building and sustaining high-value partnerships across diverse stakeholders including the HSE, Government, disability organisations and NGOs • Strategic thinker with strong project, budget and team leadership experience • Skilled at managing multiple priorities effectively Desirable Criteria • Familiarity with accessible communication formats (e.g. Easy Read, ISL, alt-media) • Candidate can demonstrate a strong commitment to continuous improvement through the application of Lean Principles (or similar).
Shortlisting	Applicants may be shortlisted for interview based on information supplied in their CV at the closing date or in other specified assessment documentation. Criteria for short listing are based on the requirements of the post as outlined in the post specific requirements, duties, skills, competencies and/ or knowledge section of this job specification and the information supplied. CRC may use desirable criteria for shortlisting.