



Candidate Campaign Information Pack Grade VI – Digital and Marketing Officer, Tusla Fostering

Dear Candidate,

Thank you for your interest in the post of **Grade VI – Digital and Marketing Officer, Tusla Fostering**.

This Candidate Pack includes the following information:

- Full and detailed Job Specification and important dates to note.
- Recruitment Process detail and important dates to note.
- Candidate General Declaration

Please ensure that you read this Campaign Information Pack in detail and that you fully understand the process. [Candidate Information Pack - Recruitment Process](#)

For any informal enquiries regarding the position and job specification please contact: National Fostering Recruitment Manager, Clíodhna Mahony; clíodhna.mahony@tusla.ie

Should you have any specific queries in relation to the recruitment process please contact the Tusla Recruitment team via: recruitcorponat@tusla.ie or Tusla Recruit Campaign Manager, Denise Nugent; denise.nugent@tusla.ie

Kind Regards,
Tusla Recruitment Team



An Ghníomhaireacht um
Leanaí agus an Teaghlach
Child and Family Agency

Job Specification

Job Title, Grade and Grade Code	Grade VI – Digital and Marketing Officer, Tusla Fostering Grade Code:
Campaign Reference Approval Code	TNCORP20251651
Applications considered Via	Tusla Recruit Portal only
Opening date for Applications	Thursday, 20 th November 2025
Closing Date for Applications	12 noon, Monday 8 th December 2025
Proposed Interview date(s)	December 2025/January 2026 - <i>may be subject to change based on volume of candidates and availability of Service resources.</i>
Contact for Informal Enquiries	National Fostering Recruitment Manager, Clíodhna Mahony; clíodhna.mahony@tusla.ie <i>Making an informal enquiry gives you the opportunity to ask questions about the campaign and job specification. This informal enquiry contact is available only for the duration of the application process.</i>
Location of Post	The current vacancy will be based in the head office of Tusla in the Brunel Building, Heuston South Quarter, Dublin 8. There may be a requirement to travel to regional offices and events as required. Weekend and evening work may be required. However, the initial assignment will be confirmed upon appointment. A panel may be created for the purpose of filling the current vacancy. Once this vacancy is appointed the panel will cease. For Tusla Region/ Areas please look at list of Local Area Services
Details of Service	The Child and Family Agency was established on 1 st January 2014 and is responsible for a range of statutory functions including provision of child protection, alternative care, specified regulatory services and a range of family support services. The Agency has commenced a major improvement programme with significant focus on Practice, Culture and Structure.

	<p>The Agency currently has responsibility for a budget of circa €1.2billion and delivers its services through over 5,500 people in 259 locations across the Country.</p> <p>The Child and Family Agency has responsibility for the following range of services:</p> <ul style="list-style-type: none"> • Child Protection and Welfare • Parenting, Family Support and Early Help Services • Alternative Care, including Foster Care • Birth Information & Tracing and Adoption • Tusla Education Support Services (TESS) • Children’s Service Regulation • Counselling and Therapeutic Supports <p>Further information is available on www.tusla.ie</p>
<p>Purpose of Role</p>	<p>The Tusla Fostering Recruitment Team is looking for an experienced Digital and Marketing Officer who can help increase its awareness and profile and encourage the engagement or prospective foster carers.</p> <p>The post-holder will work under the guidance and direction of the National Fostering Recruitment Manager and the Communications Lead for Fostering to provide timely and effective digital, advertising and marketing support. The role will include assisting with the delivery of marketing and advertising campaigns, creating digital content for online dissemination, analysing campaigns, updating the fostering.ie website and managing social media channels and other activities that result in improved public engagement with Tusla Fostering.</p> <p>The Marketing Officer will also be required to work with the corporate communications team on issues relating to messaging, campaign planning and overall targets and aims for communications relating to Tusla Fostering.</p>
<p>Reporting Relationship</p>	<p>The successful candidate will report to the National Fostering Recruitment Manager.</p>
<p>Duties and Responsibilities</p>	<p>Main Duties and Responsibilities</p> <ul style="list-style-type: none"> • Implement and monitor Tusla’s fostering recruitment marketing strategy that will target prospective foster carers. • Assist in the development of on-brand marketing materials and advertising to support recruitment. • Assist with bespoke advertising campaign for foster carers. • Plan and execute national and local advertising. • Coordinate the design and print of Tusla Fostering assets. • Produce timely reports which detail the activity and outcomes of the marketing recruitment strategy. • Where necessary, work with colleagues and partner organisations to ensure the co-ordinated delivery of promotions and campaigns related to fostering recruitment. • Create, populate and manage new social media platforms with engaging content for

	<p>Tusla Fostering and expand its digital media presence.</p> <ul style="list-style-type: none"> • Manage the new fostering.ie website design and updates in collaboration with the digital and comms teams. • Optimise content according to Search Engine Optimisation (SEO) • Monitor and evaluate activities against targets and timescales. • Use content management systems to analyse website traffic and user engagement metrics. • Identify content generation opportunities and create associated content calendar. • Show commitment to consistency and excellence across all our online content in terms of quality and tone of voice. • Repurpose content for different mediums including social media, video, infographics, etc. • Perform basic image, graphic and video creation and editing tasks. • Keep up to date with industry best practice and monitor content activities of competitor websites and social media platforms. <p>Health & Safety</p> <ul style="list-style-type: none"> • Comply with and contribute to the development of policies, procedures, guidelines and safe professional practice and adhere to relevant legislation, regulations and standards. • Have a working knowledge of the Health Information and Quality Authority (HIQA) Standards as they apply to the service for example National Standards for Child Protection and Care and comply with associated Tusla – Child and Family Agency protocols for implementing and maintaining these standards as appropriate to the role. • To support, promote and actively participate in sustainable energy, water and waste initiatives to create a more sustainable, low carbon and efficient health service. <p>The above Job Description 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 him/her from time to time and to contribute to the development of the post while in office.</p>
<p>Eligibility Criteria Qualifications and / or Experience</p>	<p>Applicants must by the closing date of application have the following:</p> <ul style="list-style-type: none"> • A minimum of three years’ experience in analysing, developing and delivering, marketing and digital campaigns (including knowledge of all major social media platforms) • Experience with desktop design software, such as Adobe Creative Suite (Illustrator, InDesign and Image-editing packages such as Photoshop etc.) • Strong verbal and written communication skills, including communicating ideas, vision, and information clearly to internal and external audiences <p>Health</p> <p>A candidate for and any person holding the office must be fully competent and capable of</p>

	<p>undertaking the duties attached to the office and be in a state of health such as would indicate a reasonable prospect of ability to render regular and efficient service.</p> <p>Character Each candidate for and any person holding the office must be of good character.</p>
<p>Skills, competencies and/or knowledge</p>	<p>Tusla Leadership Competency Framework</p> <p>The Tusla Leadership Competency Framework describes the behaviours that are key to Tusla colleagues being effective in the execution of their role at all levels within the Agency. The competencies and associated behavioural descriptors, capture the transversal knowledge, skills, abilities and other characteristics that will enable colleagues, regardless of role or rank, to be effective in their work.</p> <p>The Tusla Leader Framework relevant for this role is Leading Others</p> <p>Please access this Leading Others link to fully familiarise yourself with the impact of this Leading Others proficiency for Tusla.</p> <p>The Competency of Professional Knowledge is specifically linked to the duties, responsibilities and criteria for this role.</p>
<p>Other requirements of the role</p>	<ul style="list-style-type: none"> • The post holder will require access to appropriate transport as the post may involve travel. • Have awareness of children and young people’s participatory practice
<p>Application Process</p> <p>Campaign Specific Selection Process</p> <p>Shortlisting / Interview</p>	<p>The online application system has a time out facility, this is in order to protect the privacy of the user. This time out facility activates if the application has been ‘dormant’ for over 60 minutes. Any work not saved will be lost if the system times out due to lack of activity. As such please ensure to save your application as you work on it, any lost data cannot be recovered. It might be an idea for candidates to work on their applications outside of the system and copy and paste their answers into the online application forms once they are fully complete and submit then. Once your application is fully submitted you will receive a confirmation email to your profile. If you do not receive this email, your application HAS NOT been submitted and received and you should log back on to submit fully.</p> <p>AI generated content must not be used in your application. Tusla reserves the right to assess if content in applications is likely created by AI in part or in whole. Use of AI may result in disqualification and exclusion from the recruitment process.</p> <p>Short listing may be carried out on the basis of information supplied in your application. The criteria for short listing are based on the requirements of the post as outlined in the eligibility criteria and skills, competencies and/or knowledge section of this job specification. Therefore, it is very important that you think about your experience in light of those requirements.</p> <p>Failure to include information regarding these requirements may result in you not being called forward to the next stage of the selection process.</p>

	Those successful at the shortlisting stage of this process (where applied) will be called forward to interview.
Code of Practice	<p>The Recruitment Service Child and Family Agency will run this campaign in compliance with the Code of Practice prepared by the Commission for Public Service Appointments (CPSA). The Code of Practice sets out how the core principles of probity, merit, equity and fairness might be applied on a principle basis. The Code also specifies the responsibilities placed on candidates, facilities for feedback to applicants on matters relating to their application when requested, and outlines procedures in relation to requests for a review of the recruitment and selection process and review in relation to allegations of a breach of the Code of Practice.</p> <p>Codes of practice are published by the CPSA and are available on www.cpsa.ie. Tusla Child and Family Agency is an Equal Opportunities Employer.</p> <p>Tusla Child and Family Agency recognises its responsibilities under the Data Protection Acts 2003 - 2018 and the Freedom of Information Act 2014</p>

The Integrated Reform Programme is a significant initiative being undertaken by Tusla to improve the way in which we deliver our services to children and families.

Tusla has designed a consistent regional structure to ensure this equitable provision of services and as part of this design Tusla is moving from 17 areas to 30 networks. The initial assignment will be for Corporate/National. It is important to note that this is an initial assignment and maybe subject to change in line with the Integrated reform process. The Integrated Reform Programme may also impact on duties of this role as structures change, and you will be notified of same as the programme progresses as appropriate to this role.

This job description is a guide to the general range of duties assigned to the post holder. It is intended to be neither definitive nor restrictive and is subject to periodic review with the employee concerned.

Tusla values individual's rights and freedoms in respect of privacy and fully complies with the requirements of the Data Protection Act 2018.

All roles within Tusla carry responsibility towards the protection of personal and sensitive data.

Tenure	<p>The current vacancy available is permanent and whole time.</p> <p>The post is pensionable.</p> <p>A panel may be created for the purpose of filling this position. Once the position is appointed the panel will cease.</p> <p>Appointment as an employee of the Child & Family Agency is governed by the Child and Family Agency Act, 2013 and the Public Service Management (Recruitment and Appointments) Act 2004</p>
Remuneration	The Salary scale for the whole time equivalent of this post is:

	<p>01/08/2025: €57,325, €58,691, €60,359, €63,491, €65,363, €67,695, €70,034 LSIs</p> <p>LSIs (Long Service Increments) are represented by emboldened figures. 1st LSI is paid after 3 years on the max, the 2nd LSI after 3 years on LSI1, and the 3rd LSI after 3 years on the 2nd LSI (where applicable).</p> <p>The appointee shall commence on the first point of the salary scale. Incremental credit may be given on appointment for certain types of relevant experience- more information available in Appendix 5.</p> <p>Candidates should note that entry will be at the minimum 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.</p> <p>Different terms and conditions may apply if the appointee is currently a serving civil or public servant.</p>
Working Week	The standard working week applying to the whole time equivalent of this post is: 35 hours.
Annual Leave	The annual leave associated with the whole time equivalent of this post is 30 days per annum.
Superannuation	This is a pensionable position with Tusla. 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.
Probation	<p>A probation period of 39 weeks, or proportion of same for fixed term /specified purpose contracts, where applicable shall apply from the commencement of employment, during which the contract may be terminated by either party in accordance with this contract. The probationary period may be extended at the discretion of management by a further 9 weeks or proportion of same for fixed term/specified purpose contracts, where applicable. Confirmation of appointment as a permanent member of staff is subject to the successful completion of the probationary period, for permanent contracts.</p> <p>Where you have already completed a probationary period with the Child and Family Agency, Health Service Executive, Local Authority, and there is no break in service, no period of probation applies.</p>
Responsibilities under Children First National Guidance for the Protection and Welfare of Children (2017)	The safety and welfare of children and young people is a key priority for Tusla – Child and Family Agency. All employees of Tusla are required to be vigilant to any concerns regarding the protection and welfare of children and to bring them to the attention of the Tusla Designated Person in a timely manner, in keeping with the Tusla – Child and Family Agency Child Protection policies.
National Standards for Children and Family Services	<p>Employees must have a working knowledge of HIQA Standards (https://www.hiqa.ie/areas-we-work/childrens-services) and / or the Adoption Authority of Ireland Standards as they apply to the role.</p> <p>All Employees must be aware of their responsibilities under Children First</p>

	National Guidance for the Protection and Welfare of Children (2017)
<p>Ethics in Public Office 1995 and 2001</p> <p>Positions remunerated at or above the minimum point of the Grade VIII salary scale</p> <p>NOTE</p> <p>THIS SECTION REFERS TO POSTS AT €82,258 PLUS</p>	<p>Positions remunerated at or above the minimum point of the Grade VIII salary scale are designated positions under Section 18 of the Ethics in Public Office Act 1995. Any person appointed to a designated position must comply with the requirements of the Ethics in Public Office Acts 1995 and 2001 as outlined below.</p> <p>A) In accordance with Section 18 of the Ethics in Public Office Act 1995, a person holding such a post is required to prepare and furnish an annual statement of any interests which could materially influence the performance of the official functions of the post. This annual statement of interest should be submitted to the Chief Executive not later than 31st January in the following year.</p> <p>B) In addition to the annual statement, a person holding such a post is required, whenever they are performing a function as an employee of Tusla and have actual knowledge, or a connected person, has a material interest in a matter to which the function relates, provide at the time a statement of the facts of that interest. A person holding such a post should provide such statement to the Chief Executive. The function in question cannot be performed unless there are compelling reasons to do so and, if this is the case, those compelling reasons must be stated in writing and must be provided to the Chief Executive.</p> <p>C) A person holding such a post is required under the Ethics in Public Office Acts 1995 and 2001 to act in accordance with any guidelines or advice published or given by the Standards in Public Office Commission. Guidelines for public servants on compliance with the provisions of the Ethics in Public Office Acts 1995 and 2001 are available on the Standards Commission’s website http://www.sipo.gov.ie/</p>

