

Derek Mooney - Curriculum Vitae

Personal & Education

Address: Apt 43, The Bridge, Dublin Road, Shankill, Dublin 18
Home: +353 -1 -2822223 Mobile: +353-86-2652245
Email: derek@derekmooney.ie
Web: www.derekmooney.ie Twitter: [@dsmooney](https://twitter.com/dsmooney)
DoB: 22nd June 1962
Educ: 1980 Syngé Street CBS, Dublin 8
1996 Trinity College, Dublin HRM & Politics



General:

In Ireland:

I have worked in communications and public affairs for almost two decades. This includes six years at the most senior level of government serving as the Programme Manager and Political Adviser to an Irish Cabinet Minister.

In Brussels:

I have worked with the main EU Institutions, EU Commission, EU Parliament, EU Council and a range of other EU agencies including the European Economic & Social Committee and The Committee of the Regions.

Administration:

Most recently I have worked as the Public Affairs and Internal Communications Director for a European network of senior HR Directors and professionals from major UK and US MNCs. In addition to managing the network I also produced a weekly newsletter distributed via email to over 1000 senior HR professions as well as organising three members' conferences per year (in Brussels and Barcelona) and three major training programmes in Europe and the USA.

Social Media:

Over the past five years I have focussed on the use of Social Media platforms in campaigning and as part of a comprehensive communications strategy. I developed a specialised training module on the importance of social media in crisis management responses and have delivered this module at several training events, including in-house global programmes for Hewlett Packard, Keurig and IBM.

Campaign communications and messaging:

I have several decades of campaigning experience, at a senior level, in national election and referendum campaigns. I was the director of research and messaging for the successful 2013 campaign to retain Ireland's Seanad (Senate). I wrote the campaign playbook and advised the Yes side on social media messaging and rebuttal in the 2015 Marriage Equality referendum.

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Career History

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| 2017 to date | Self employed | Mooney Communication and Public Affairs |
| 2011 to 2017 | BEERG SárI | Director Public Affairs & Internal Communications |
- Full-time Public Affairs and Communications Director 2011 – 2017 with [BEERG](#) (Brussels European Employee Relations Group) a network of senior HR professionals. I oversaw the organisation of conferences, meetings and briefings on employee relations issues across the EU and produced a weekly newsletter for members (1000+ distribution list). Moved to part-time with BEERG in 2017.
 - With BEERG I produced and implemented a public affairs campaign on employee data aspects of the General Data Protection Regulation. This secured several changes to the final draft.
 - Wrote and delivered training programmes for BEERG on the use of social media in HR/IR environment and the development of social media responses where there are company restructurings and crisis management. Delivered this both in-house with member companies: HP, IBM etc., and at BEERG events.
 - Programme manager for by study visits on the Irish Peace Process for delegations of civic & political figures from Turkey Haiti, Afghanistan, Nepal. Worked with Democratic Progress Institute in delivering seminars of lessons from the Northern Irish peace process.
 - Messaging and Social Media adviser at 2015 Irish Marriage Equality referendum. Director research and messaging for Democracy Matters NGO at the 2013 Seanad (senate) referendum campaign.. Columnist with the Evening Herald newspaper, currently write political opinion pieces for online journals: SluggerOToole.com and Broadsheet.ie. Regular panellist on RTE's Late debate
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| 2004 – 2010 | Irish Government | Government/Ministerial Adviser |
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- Provided political and policy advice to the Irish Minister for Defence as well as overseeing ministerial communications strategy.
 - Managed the implementation of Government's programme in €1bn budget department. Attended weekly pre-cabinet meetings of ministerial advisers to consider issues across Government.
 - Supported policy oversight for Department of Defence. Supervised drafting of parliamentary replies, ministerial speeches, ministerial statements, press releases, preparation of memorandums and material for Cabinet meetings. Wrote Defence & Justice sections of 2007 PFG.
 - Devised and oversaw delivery of the 2014/15 national public information campaign on the State's emergency preparedness.
 - Attended EU Defence Minister meetings and meetings with UN Secretaries General, Kofi Annan & Ban Ki-Moon, UK Defence Secretaries and US Homeland Security Secretary.
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| 1996 – 2004 | Derek Mooney & Associates | Public Affairs Consultant |
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- **Provided PR & Public Affairs** services to a range of retained clients across a range of sectors, including licensing laws, hospitality sector and housing (list available on request)
 - **Northern Ireland Peace Process** – Liaised with Unionist and Loyalist activists both during the period leading up to 1998 Good Friday Agreement and after. Also ran campaigning and candidate workshops (via NDI) for the first and second NI Assembly Elections.
 - **Glencree Middle East Project.** Member of Glencree's project bringing Israeli & Palestinian politicians to Ireland to meet key figures in the NI Peace Process.
 - **Print & Broadcast Media** - Wrote monthly political column for *In Dublin* and Magill magazines in the 1990s. More recently I wrote a regular column for the Evening Herald and have written opinion pieces for UK Observer and most Irish national newspapers. I have also been a frequent radio show panellist.

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Skills and Strengths

- Strategic Planning:**
- Researched and drafted strategic plans of varying complexities and importance
 - Drafted Justice and Security sections of 2007 FF Manifesto which later became the Agreed Programme for Government
 - Drafted budget submissions for IHF, INIA & IPOA
- Communications & Advocacy**
- Social media skills – developed programmes on best campaigning use of Social Media across several platforms
 - Written for newspapers and magazines Ireland and UK
 - Appeared on radio and TV
 - Dealt with a range of Irish & EU govt agencies
- Leadership & Management:**
- Took leadership via my ability to persuade and influence
 - Devised and oversaw Public Information Campaign on Emergency Planning
 - Helped drive process for Shannon Airport to get CBP status
- Business & financial management (PNL):**
- Worked within budgets in private and NGO sectors
 - Dept of Defence Budget was over €1bn
 - 10 years running a business with very tight margins
 - Raised & supervised INIA €500,000 legal fund
- Crisis Management & Judgement**
- Have dealt with difficult situation and evolving crises
 - On membership of European Defence Agency
 - On Barrack closures,
 - Handled controversy on Asgard sinking

Additional Information & involvements:

- Public Relations Institute of Ireland (MPRII) Member
- European Policy Centre (EPC) member
- Member of Association of European Journalists (Ireland)
- Member of EU/OSCE election monitor (Irish) roster 2018 - 2022
- Member of the UK Speechwriters Guild
- Member of the European Movement (Ireland)
- Director of the Three Strand Forum (Lessons from the NI Peace Process)
- Life Member of the Irish Red Cross
- Worked with National Democratic Institute on campaign training 1995 – 2002
- Comms and messaging for Fianna Fáil at the 2002, 2007, 2011 national election campaigns.
- Drafted Justice/Law Reform and Defence sections of the 2007 Programme for Government.
- Adviser to the Glencree Centre international programme and Committee Member of Glencree's Middle Eastern Project Group 2008 - 2011.
- Secretary of the Fianna Fáil delegation to the Forum for Peace & Reconciliation 2002 - 2004. Worked on Northern Ireland policy from mid 90s.