

Communications and Engagement Lead

Department for Education

Closing date: 6 Dec 2018



Reference number

1609217

Salary

£48,493 - £55,912

Grade

Grade 7

Contract type

Permanent

Business area

Operations Directorate - Commercial

Type of role

Strategy

Working pattern

Flexible working, Full-time, Job share, Part-time

Hours

37

Number of posts

1

Location

Darlington, North East : Manchester, North West : Sheffield, Yorkshire and the Humber

About the job

Job description

Who we are

The Department for Education is responsible for education, children's services, higher and further education policy, apprenticeships and wider skills in England, and equalities. We work to achieve a highly educated society in which opportunity is equal for all, no matter what their background or family circumstances.

Operations Group is responsible for the main corporate functions of the department including: analysis, commercial, data, estates and security, finance, human resources, international education, Operations and Delivery Unit, technology and the governance and relationship standards with the DfE's public bodies. Its role is to support the business to deliver ministerial priorities by ensuring that:

- The department is sufficiently resourced (people, data / information, finance, IT) and organised right to deliver its business objectives; and
- efficient and effective systems and processes, driven by customer needs, underpin our services.

Commercial Directorate

- The purpose of the commercial function within the Department for Education is to ensure that all commercial and procurement activity supports the Department's priorities and delivers outstanding value for money. It also exists to proactively develop commercial solutions for the wider education sector that reduce waste in procurement and release funds for the front line.
- The commercial function manages a large and diverse set of activities across the department with many high profile and complex contracts and grants as well as running a highly successful Risk Protection Arrangement for academies and a schools buying strategy.
- Commercial Directorate is currently engaged in an exciting growth and transformation programme, with the aim of becoming one of the best commercial teams in Government.

The Role:

This new role is part of the transformation of the DfE's commercial function and the post-holder will play a key part in effective stakeholder engagement during the lifecycle of the commercial programmes.

The role presents an exciting opportunity to lead and set the direction for how the commercial function engages with key stakeholders in this high profile and complex change programme.

With experience in communications, you will successfully work with senior leaders to develop high quality communications that engage and inform a stakeholders across the business in support of Commercial Directorate's objectives.

You will make use of a full range of communications channels and will be expected to deliver strategic communications based around robust insight, clear objectives, proactive delivery and dynamic evaluation. Given the change is still its infancy, this new role will be key in the communication with commercial stakeholders, it will give you a chance to bring through your own ideas and creativity to help build the new commercial operating model in DfE, and allowing you to make a lasting impact

Working with the Head of Change you will develop and deliver the engagement and communication strategies for the change programme, in a pioneering, challenging, fast-paced and hugely rewarding role.

Key Responsibilities:

- Developing and implementing the communication and engagement strategy and implementation plan for the Commercial Change Programme, to ensure that all stakeholders are kept informed.
- In line with departmental policy develop marketing activities such as advertising, promotions, social media and digital campaigns and public relations activities to effectively galvanize the interest of the business products and support.
- Developing an effective narrative to support the communication and engagement strategy, including producing promotional material, case studies, blogs, intranet/Wiki content etc. to support the programme to include using evidence of the benefits achieved.
- Working with colleagues across the commercial function and within the change team to identify and control the communication and roll-out of products, ensuring a joined-up approach when communicating with the business and commercial function.
- Working with the Project Delivery Managers and Workstream Leads to improve the communication and engagement.
- Working with the Commercial Programme Board, Commercial Senior Leadership Team and behaviour change lead to ensure coherency and consistency with wider communications and engagement plans and identifying opportunities to test behavioural insights.
- Preparing and coordinating materials including attending relevant events across the Department where there are opportunities to engage with different stakeholders to raise awareness of the programme.

Essential:

- Previous experience in a communication and engagement role including working with digital and social media.
- Strong understanding of effective PR and marketing/communications.
- Excellent stakeholder management skills and an ability to influence effectively, especially in an environment which has complex partnerships with competing and sometimes conflicting priorities.
- A successful track record of working within a large and complex organisation, setting, driving and delivering a strategy that considers a wide range of factors (political, commercial and legal).
- Experience of, or an ability to, operate effectively in a political environment.
- Experience of working within complex change programmes with focus on

setting strategic direction and delivering projects with large commercial delivery elements.

Desirable:

Qualified member of the CIM or equivalent preferred but not essential.

Additional Info:

This is an exciting time to join the Commercial Directorate at the Department for Education, with lots of great opportunities for staff at all levels to develop and progress. This role forms part of a large recruitment drive to transition the delivery of commercial activity to a category management model. If you want a new challenge and to be part of a supportive and innovative team, we want to hear from you.

To find out more about our ambition and the opportunities we are creating, please download the candidate pack.

The role will involve regular travel to other DfE sites.

Competencies

We'll assess you against these competencies during the selection process:

- Seeing the big picture
- Leading and communicating
- Collaborating and partnering
- Making effective decisions
- Changing and improving
- Delivering at pace

[Civil Service Competency Framework](#)

Benefits

Pensions

[Civil Service pension schemes](#) may be available for successful candidates.

Benefits

As a member of the DfE, you will be entitled to join the highly competitive Civil Service Pension Scheme, which many experts agree is one of the most generous in the UK.

You will have 25 days annual leave entitlement, increasing by 1 day every year to a maximum of 30 days after five years' service. In addition, all staff receive the Queen's Birthday privilege holiday and 8 days' bank and public holidays.

We offer flexible working arrangements, such as job sharing, term-time working, flexi-time and compressed hours, along with excellent childcare benefits.

As an organisation that exists to support education and lifelong learning, we offer our staff excellent professional development opportunities.

Applicants currently holding a permanent post in the Civil Service should note that, if successful, their salary on appointment would be determined by the Department's transfer / promotion policies.

To find out more, download the candidate pack attached to this advert.

Things you need to know

Security

Successful candidates must pass a disclosure and barring security check.

Successful candidates must pass basic security checks.

Nationality statement

Candidates will be subject to UK immigration requirements as well as Civil Service nationality rules.

If you're applying for a role requiring security clearance please be aware that foreign or dual nationality is not an automatic bar. However certain posts may have restrictions which could affect those who do not have sole British nationality or who have personal connections with certain countries outside the UK.

Selection process details

This vacancy is using the Civil Service Competency Framework. Guidance on writing competency examples is available: [A brief guide to competencies](#)

As part of your application, you will be asked to complete a CV and a personal statement (maximum 1,000 words) which will be assessed against the role description and person specification detailed in the job advert.

If a large number of applicants apply, we will undertake an initial sift on the essential criteria, as outlined above.

Candidates that successfully pass the sift will be invited to a competency-based interview. At interview, you will be asked to provide examples to demonstrate how you meet the following Civil Service competences:

- Seeing the big picture
- Leading and communicating
- Collaborating and partnering
- Making effective decisions
- Changing and improving
- Delivering at pace

For more information on how to develop a CV and a personal statement please refer to the Candidate Pack attached.

Feedback will only be provided if you attend an interview or assessment.

Nationality requirements

Open to UK, Commonwealth and European Economic Area (EEA) and certain non EEA nationals. Further information on whether you are able to apply is available [here](#).

Eligibility

Candidates in their probationary period are eligible to apply for vacancies within this department.

Working for the Civil Service

The Civil Service Code sets out the standards of behaviour expected of civil servants.

We recruit by merit on the basis of fair and open competition, as outlined in the Civil Service Commission's [recruitment principles](#).

The Civil Service embraces diversity and promotes equality of opportunity. There is a guaranteed interview scheme (GIS) for candidates with disabilities who meet the minimum selection criteria.

Terms & Conditions

Please see attachment below for the DfE's terms & conditions.

Apply and further information

Contact point for applicants

For further information on this vacancy please email: dfepenna.com or call 0800 049 6798.

Sift/interview dates and location

Sift and interview dates to be confirmed. Interview Location to be confirmed. Those candidates invited to assessment will be provided with sufficient notice of confirmed dates.

If successful and transferring from another Government Department a criminal record check maybe carried out.

Further information

A reserve list may be held for a period of 12 months from which further appointments can be made.

New entrants are expected to join on the minimum of the pay band.

Applicants who are successful at interview will be, as part of pre-employment screening subject to a check on the Internal Fraud Database (IFD). This check will provide information about employees who have been dismissed for fraud or dishonesty offences. This check also applies to employees who resign or otherwise leave before being dismissed for fraud or dishonesty had their employment continued. Any applicant's details held on the IFD will be refused employment.

Terms and conditions of candidates transferring from ALBs and NDPBs.

1. Bodies that are not accredited by the Civil Service Commission and are not able to advertise at Across Government on Civil Service jobs will be treated as external new starters and will come into DfE on modernised terms and conditions with a salary at the band minimum.
2. Bodies that are accredited by the Civil Service Commission but do not have civil service status will be offered modernised terms and will not have continuous service recognised for leave or sickness benefits. Salaries should be offered at band minimum, but there is some flexibility where this would cause a detriment to the individual.
3. Bodies that are accredited by the Civil Service Commission and do have Civil Service status will be treated as OGD transfers. Staff appointed on lateral transfer will move on to pre-modernised DfE terms (unless they were on modernised terms in their previous organisation). Staff appointed on promotion will move on to modernised DfE terms. Staff will transfer over on their existing salary (on lateral transfer) and any pay above the DfE pay band maximum will be paid as a mark time allowance. Staff moving on promotion will have their salaries calculated using the principles set out in the attached OGD transfer supplementary information.

Reasonable Adjustment

If a person with disabilities is put at a substantial disadvantage compared to a non-disabled person, we have a duty to make reasonable changes to our processes. If you need a change to be made so that you can make your application, you should:

- Contact Government Recruitment Service via dferecruitment.grs@cabinetoffice.gov.uk soon as possible before the closing date to discuss your needs.
- Complete the “Assistance required” section in the “Additional requirements” page of your application form to tell us what changes or help you might need further on in the recruitment process. For instance, you may need wheelchair access at interview, or if you’re deaf, a Language Service Professional.

The Department for Education’s recruitment processes are underpinned by

the Civil Service Commissioners Recruitment Principles, which outlines that selection for appointment is made on merit based on fair and open competition.

If you feel your application has not been treated in accordance with the values in the Civil Service Code and/or if you feel the recruitment has been conducted in such a way that conflicts with the Civil Service Commissioners Recruitment Principles, you may make a complaint, by contacting the Central Recruitment Team at the following address
CentralRecruitment.Operations@education.gov.uk

If you are not content with the outcome of your complaint you have the right to complain to the Civil Service Commissioners.

Department for Education do not cover the cost of travel to your interview/assessment unless otherwise stated.

For more information on our roles, please visit our website at www.makeyourimpactDfE.co.uk

Follow link to apply

<https://bit.ly/2QCS479>

