**VACANCY ADVERTISING FORM**

**VACANCY REFERENCE NUMBER: IRC XXXXX**

**POST TITLE:** Digital Communications Lead

**PAYBAND:** Band A

**UNIT/DIVISION:** Government Digital Service

**LOCATION:** London, Holborn

**TYPE OF POSTING:** 2 Year Fixed Term Appointment

###### **VACANCY ADVERT AND JOB DESCRIPTION - MAIN DUTIES OF THE POST**

The Government Digital Service (GDS) is part of the Cabinet Office, which sits at the centre of government to ensure Her Majesty’s Government runs effectively.

We're a multidisciplinary team of developers, designers, policy experts and more, responsible for the digital transformation of public services. We were formed by Minister for the Cabinet Office Francis Maude in response to [Martha Lane Fox's report](http://h/), which demanded 'Revolution, not evolution' in digital services. We do this by relentlessly focusing on the needs of the user.

In the last year, GDS has:

* built [GOV.UK](http:///h), the simpler, clearer and faster home of services and information for UK citizens and winner of the [2013 Design of the Year - http://designmuseum.org/exhibitions/2013/designs-of-the-year-2013](http:///h)
* [coordinated the delivery of the UK government's digital strategy -](http:///h) [http://publications.cabinetoffice.gov.uk/digital/](http://h/)
* published a [service design manual](http:///h) containing guidance for teams throughout the civil service
* worked with other government departments to complete discovery on 25 services that are being transformed to be “digital by default” and begun building alphas and customer facing betas of those services

To find out what else we've delivered, visit [http://digital.cabinetoffice.gov.uk](http://digital.cabinetoffice.gov.uk/)

As Digital Communication Lead you will be responsible for developing user focused messages, measurement techniques and communication approaches that complement agile working. You will implement communication plans, integrating activity across a range of digital channels and others where appropriate e.g. face to face, display etc. You will also manage multiple relationships within your own department and across government to ensure that communication activity is ongoing, open and clear. The development and sharing of best practice in digital communications with colleagues across government and externally, leading by example, is integral to the role.

**The main responsibilities of the post are:**

* Develop and agree messages, measurement and communication approaches based on user needs, that reflect best practice in digital communication in an agile environment
* Direct and manage all communication and engagement activity making sure it’s in line with agreed messages and approaches

- ensure ongoing, open and clear communication integrated across a range of digital channels, complemented by other activity as appropriate

- identify and commission the creation of digital products such as blogs, video, images etc

* Evaluate the impact of communications activity making good use of available monitoring and analytics tools
* Keep on top of trends and new developments in digital communications, playing an active role in cross-government networks and the wider digital community to develop approaches
* Maintain strong positive working relationships with ministers and a wide range of colleagues at all levels (policy, ops, comms etc), positively influencing their behaviour, identifying and negotiating resolutions to difficult issues
* Work with press office colleagues to ensure media activity is coordinated and managed collaboratively
* Build digital and social media skills within the communication function, share expertise and approaches to improve awareness and capability across the wider department

The post will be re-evaluated at the end of the 24-month period to match against the on-going requirements of GDS with a view to the possibility of contract extension or conversion to a permanent appointment.

##### **CONTACT DETAILS**

## **FOR INFORMATION REGARDING RECRUITMENT PROCESS, ELIGIBILITY, TERMS & CONDITIONS:**

[cabinet-office.external@dwp.gsi.gov.uk](mailto:cabinet-office.external@dwp.gsi.gov.uk)

**FURTHER INFORMATION REGARDING THESE POSTS:**

**CLOSING DATE:**

**EXPECTED SIFT DATE:**

**EXPECTED INTERVIEW DATES:**

#### **APPLICATIONS ARE WELCOME FROM PART TIMERS AND JOB SHARERS**

**EXISTING CIVIL SERVANTS WILL JOIN ON 2 YEAR LOAN**

**SALARY SCALE: £44,743- £60,484**

**NOTE:**

* **SUCCESSFUL APPLICANTS WHO ARE EXISTING CIVIL SERVANTS WILL TRANSFER ONTO CABINET OFFICE TERMS AND CONDITIONS INCLUDING SALARY. FOR POSTS ADVERTISED ON LOAN, WHERE EXISTING SALARIES EXCEED CABINET OFFICE PAY SCALES IT MAY BE POSSIBLE TO REMAIN ON THE PARENT DEPARTMENT’S PAY AND APPRAISAL SYSTEM.**
* **ALLOWANCES WILL NOT BE CARRIED OVER UNLESS APPLICABLE TO THE JOB.**
* **EXCESS COSTS WILL BE PAYABLE ONLY IF THERE IS A PROVEN BUSINESS CASE.**

###### **PERSON SPECIFICATION - COMPETENCES/SKILLS REQUIRED**

**Specialist skills and requirements**

**Essential**

* Experience of leading the development and implementation of innovative communication strategies
* An understanding of the digital landscape and emerging trends and experience of applying this knowledge to lead content development strategy and to identify and develop digital channels
* Experience of using digital and social media to engage and involve citizens, staff and all other partners to encourage community participation
* Evaluation of the effectiveness of communication against objectives. Experience of applying the lessons learnt and comparison with industry best practice to identify areas for improvement for future communication strategies
* Experience of sharing digital and social media expertise and skills across the Communications team and wider Department to build organisational capability

In addition to the specialist skills listed above successful candidates will need to demonstrate broad competencies as below, providing clear examples in their statement of suitability. For more details on Civil Service competencies see [http://bit.ly/WLz0WThttp://bit.ly/WLz0WT](http:///h)

***SETTING DIRECTION***

**Seeing the Big Picture**

**Essential**

* Adopt a government-wide perspective to ensure alignment of activity and policy
* Identify implications of departmental and political priorities and strategy on own area to ensure plans and activities reflect these
* Create policies, plans and service provision to meet citizens’ diverse needs based on an up-to-date knowledge of needs, issues and relevant good practice

**Changing and Improving**

**Essential**

* Understand and identify the role of technology in public service delivery and policy implementation
* Effectively capture, utilise and share customer insight and views from a wide range of stakeholders to ensure better policy and delivery
* Spot warning signs of things going wrong and provide a decisive response to significant delivery challenges

**Making Effective Decisions**

**Essential**

* Draw together and present reasonable conclusions from a wide range of incomplete and complex evidence and data – able to act or decide even when details are not clear
* Push decision making to the right level within their teams, not allow unnecessary bureaucracy and structure to suppress innovation and delivery
* Weigh up data from various sources, recognising when to bring in experts/researchers to add to available information

***ENGAGING PEOPLE***

**Leading and Communicating**

**Essential**

* Clarify strategies and plans, giving clear sense of direction and purpose for self and team
* Confidently engage with stakeholders and colleagues at all levels to generate commitment to goals
* Be visible to staff and stakeholders and regularly undertake activities to engage and build trust with people involved in area of work

**Collaborating and Partnering**

**Essential**

* Actively build and maintain a network of colleagues and contacts to achieve progress on objectives and shared interests
* Effectively manage team dynamics when working across departmental and other boundaries
* Seek constructive outcomes in discussions, challenge assumptions but remain willing to compromise when it is beneficial to progress

**Building Capability for all**

**Essential**

* Ensure individual and organisational learning and talent development opportunities are fully exploited in order to enhance organisational capability
* Role model work-place based learning and encourage development, talent and career management for all staff
* Establish and drive intra and inter team discussions to
* learn from experience and adapt organisational processes and plans

***DELIVERING RESULTS***

**Managing a Quality Service**

**Essential**

* Exemplify positive customer service behaviours and promote a culture focused on ensuring customer needs are met
* Establish how the business area compares to customer service expectations and industry best practice and identify necessary improvement plans
* Ensure the service offer thoroughly considers customers needs and a broad range of available methods to meet this, including new technology where relevant

**Delivering at Pace**

**Essential**

* Act as a role model in supporting and energising teams to build confidence in their ability to deliver outcomes
* Maintain effective performance in difficult and challenging circumstances, encouraging others to do the same
* Get the best out of people by giving enthusiastic and encouraging messages about priorities, objectives and expectations

**How to Apply**

Please send your **CV** and completed **CV cover sheet** (for external non civil servant applicants sections A, B, and E must be completed), and a **written Statement of Suitability describing why you’re interested in the role and providing evidence and examples of how you meet the essential competencies and specialist skills required.**

These documents should be emailed to [cabinet-office.external@dwp.gsi.gov.uk](http:///h) quoting ref **IRC XXXXX** no later than close of business XXXXXXX

**Late or faxed applications will not be accepted**