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Marketing and Communications Manager, Technology

Government Property Agency

Apply before 11:55 pm on Sunday 1st March 2026



Government
Property
Agency

Reference number

447312

Salary

£42,450 - £46,636

GPA is also committed to recognising and rewarding where our staff hold the Gold Standard accreditation relevant to their Specialism and offer a £5000 non-pensionable allowance to staff who have achieved this.

A Civil Service Pension with an employer contribution of 28.97%

Job grade

Senior Executive Officer
GPA SEO National

Contract type

Fixed term
Loan

Length of employment

2 Years

Business area

GPA - Chief Operating Office - Marketing and Communications

Type of role

Communications / Marketing

Working pattern

Full-time

Number of jobs available

1

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Location

Birmingham, Bristol, Cardiff, Leeds, Manchester, Nottingham, Swindon

About the job

Job summary

The Government Property Agency is the largest property holder in government, with more than £2.1 billion in property assets and over 55% of the government's office estate.

We are transforming the way the Civil Service works by creating great places to work, leading the largest commercial office programme in the UK, working towards halving carbon emissions from government offices, and achieving greater value for taxpayers. And we are looking for innovative, solutions-focused people to join our team.

Representing the best covenant in the UK – His Majesty's Government – we are leading significant transformational programmes such as the Government Hubs Programme, Whitehall Campus Programme and Net Zero Programme. We are also delivering cost-effective property services such as asset management, lifecycle replacement and workplace services.

Innovation and progress underpin our behaviours. We foster a culture of lifelong learning, where curiosity and self-improvement are encouraged. Our four core values are at the heart of everything we do. They shape our culture and guide how we work, lead and grow together:

Striving for excellence- We always aim to deliver great results

Empowering through respect- We insist on fair treatment for all, always

Acting with integrity- We consistently do the right thing

Succeeding together- We rely on each other to achieve success

We are committed to representing the communities we serve by making Equality, Diversity, and Inclusion (EDI) part of everything we do. Our strong

emphasis on EDI is not just about driving inclusion across our organisation, it is also about ensuring our services meet the needs of government departments and the civil servants who use our spaces. To ensure that we are always recruiting and retaining a diverse mix of talent, we are particularly inviting applications from candidates who are disabled, ethnically or gender diverse, and people who identify as being part of the LGBTQ+ community.

Join our dynamic and diverse team that leads with purpose, improving sustainability, nurturing social value, driving inclusivity and flexibility, and kickstarting economic growth. We are driven by purpose, and you can be part of it too: where you make a meaningful impact; where you influence; where your voice really matters; where you help to shape our future direction.

Job description

We are looking for a dynamic, forward-thinking Marketing and Communications Manager to lead the marketing and communications activity for our high-profile property technology and interoperability programmes.

Interoperability places people at its core, and depends on standardised property technology, policies and processes that are underpinned by security, compliance, accessibility and adoption of new ways of working to successfully create a more effective, efficient and sustainable Civil Service office estate.

Work has progressed in areas of interoperability, such as the ongoing roll-out of products like GovPass, GovPrint and GovWifi, and addressing how government hubs can enable more successful cross-government collaboration. The Interoperability Programme brings all of these pieces together under one coordinated programme with a shared vision and direction.

Reporting to the Head of Marketing and Digital, the role of the Manager will act as a strategic business partner to our property technology and Interoperability Programme teams to develop and deliver communications plans. The plans will need to be led by SMART objectives, insight and strategy, and cover a range of audiences and communications disciplines.

You will sit within the corporate Marketing and Communications team, acting as the subject matter expert into this team for property technology and interoperability. You will be one of five Managers who each work closely to share insights and intelligence from their designated directorate, ensuring communication activities always align to a GPA-wide perspective.

Working closely with both the Property Technology and Interoperability Programme teams on a daily basis, you will also be instrumental in raising awareness across government of our products, services and future ways of working.

You will be responsible for translating complex information into compelling messages that resonate with diverse audiences. As well as driving the adoption of future ways of working that enable civil servants to work seamlessly across different locations and systems. You will also gather metrics and insight from our various channels to ensure all work is evidence based and shows continual learning to our senior leaders.

Key Responsibilities

Strategic planning: Lead the development and delivery of comprehensive, objective-led communications and marketing plans for the Interoperability and Property Technology programmes, ensuring alignment with the corporate Marketing and Communications strategy as well as the programme-specific strategies.

Business partnering: Act as a dedicated communications advisor to the Chief Technology Officer and Interoperability Programme leads (G7 to SCS1), providing expert advice on how to translate complex technical milestones into meaningful stakeholder updates.

Content and storytelling: Create high-quality, engaging content, such as case studies, blogs, news stories and programme briefings and updates, that simplifies complex concepts for a variety of internal and external audiences. Support with briefing notes for media and industry speaking opportunities, abiding by central government policy.

Driving adoption: Design and execute behaviour change campaigns and engagement activities specifically aimed at driving the successful adoption of new technologies and ways of working across the government estate. And feed into central campaigns and communication activities where relevant.

Stakeholder engagement: Manage and influence a diverse range of stakeholders (up to SCS), fostering collaborative relationships across different government bodies.

Event management: Lead the end-to-end delivery of PropTech and Interoperability engagement events, such as supplier days, client briefings, and product demonstrations, to build the GPA's reputation as a digital innovator.

Evaluation and insight: Gather metrics and user insights across our owned channels, providing evidence-based reports that demonstrate the effectiveness of communications and support continual learning.

Integrated delivery: Work closely with Marketing and Communications colleagues to ensure activity is integrated into the relevant directorate and wider GPA corporate narrative and communications strategy. As well as effectively integrating into the Interoperability Programme team and Property Technology team.

Person specification

We are looking for a highly motivated and proactive communications professional who thrives in a fast-paced, complex environment. You will be a dynamic individual, capable of working autonomously as a business partner while maintaining a collaborative "one team" mindset within the corporate Marketing and Communications team.

To be successful in this role, you will have strong experience in communications, as well as highly developed skills in change communications and stakeholder engagement. A good level of skills in marketing, internal communications, event management and storytelling are also essential to this role.

You will have a proven track record of creating and delivering multi-channel communication plans, ideally within a property, technology, or large-scale transformation context. You will have the ability to get to grips with technical subject matter quickly and apply your creative flair to translate it into engaging, human-centric storytelling.

A background or strong understanding of property or workplace experience is highly desirable. A good understanding of cross-government collaborative working will be favourable.

You will be able to demonstrate:

Strategic thinking and autonomy: Experience in developing objective-led communications plans from scratch, with the ability to work independently to manage competing priorities across two high-profile programmes.

Influencing and business partnering: Highly-developed interpersonal skills with the confidence to act as a trusted advisor to senior leaders (up to SCS level), providing robust guidance to ensure communication effectiveness.

Technical translation and storytelling: A natural ability to take complex, technical, or data-heavy information and turn it into compelling, easy-to-understand content for diverse audiences.

Change communications: Experience in delivering behaviour change or adoption campaigns, understanding how to take users on a journey through the rollout of new products or ways of working.

Collaborative spirit: A strong cross-government partnership mindset, with the ability to share intelligence and align your work with wider corporate narratives and the goals of other directorate managers.

Resilience and agility: The ability to remain calm under pressure and adapt quickly to shifting programme milestones or emerging government priorities.

Experience and Technical Skills

Essential criteria:

Communications planning: Proven experience in developing and delivering end-to-end, multi-channel communications and marketing plans that use SMART objectives and audience insight to drive results.

Stakeholder management and influencing: Experience acting as a strategic advisor or Business Partner to senior leaders (up to SCS level), with the ability to simplify complex or technical information into clear, compelling narratives.

Change communications: Experience in delivering behaviour change or adoption-focused communications, specifically helping users transition to new technologies or ways of working.

Content creation and storytelling: Advanced copywriting and content production skills, with experience in creating diverse assets such as case studies, blogs, news stories, and briefings for internal and external audiences.

Evaluation and analysis: Proficiency in gathering and interpreting metrics across digital and traditional channels to evaluate campaign impact and provide evidence-based recommendations to leadership.

Desirable Criteria:

Property or workplace sector experience: A professional background or a deep understanding of the property industry, workplace experience, or facilities management sectors.

Property technology knowledge: Familiarity with property technology (PropTech) trends, interoperability challenges, or digital transformation within a physical estate context.

Cross-government collaboration: Experience working within the Civil Service or a large, multi-departmental public sector body, with an understanding of collaborative working and central government communication standards.

Event management: Experience in the end-to-end delivery of professional engagement events, such as industry supplier days, product demonstrations, or stakeholder briefings.

Qualifications and Accreditations

Essential criteria:

Proficiency in the Government Communication Service (GCS) core competencies at SEO level.

A recognised qualification, or relevant level of experience, in a communications or marketing discipline, such as MCIM or Chart.PR MCIPR, or have the ability to work towards it.

Must hold or be willing to undergo CTC-level security clearance.

Desirable criteria:

Membership of a professional communications-related body, such as CIPR or Chartered Institute of Marketing

Behaviours

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

- Working Together
- Changing and Improving
- Communicating and Influencing

Technical skills

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

- Customer Perspective
- Commercial Acumen
- Property Market Knowledge
- Innovation

Benefits

Alongside your salary of £42,450, Government Property Agency contributes £12,297 towards you being a member of the Civil Service Defined Benefit Pension scheme. [Find out what benefits a Civil Service Pension provides.](#)

- Learning and development tailored to your role
- An environment with flexible working options
- A culture encouraging inclusion and diversity
- A [Civil Service pension](#) with an employer contribution of 28.97%

Things you need to know

Artificial intelligence

Artificial intelligence can be a useful tool to support your application, however, all examples and statements provided must be truthful, factually accurate and taken directly from your own experience. Where plagiarism has been identified (presenting the ideas and experiences of others, or generated by artificial intelligence, as your own) applications may be withdrawn and internal candidates may be subject to disciplinary action. Please see our [candidate guidance \(opens in a new window\)](#) for more information on appropriate and inappropriate use.

Selection process details

This vacancy is using [Success Profiles \(opens in a new window\)](#), and will assess your Behaviours, Strengths, Experience and Technical skills.

We encourage applications from people from all backgrounds and aim to have a workforce that represents the communities and wider society that we serve. We pride ourselves on being an employer of choice. We champion diversity, inclusion and well-being and aim to create a sense of belonging in a workplace where everyone feels valued. The Civil Service is committed to attract, retain and invest in talent wherever it is found. To learn more please see the Civil Service People Plan and the Civil Service D&I Strategy.

The [Civil Service Code \(opens in a new window\)](#) 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 \(opens in a new window\)](#).

The Civil Service embraces diversity and promotes equal opportunities. As such, we run a **Disability Confident Scheme (DCS)** for candidates with disabilities who meet the minimum selection criteria.

The Civil Service also offers a **Redeployment Interview Scheme (RIS)** to civil servants who are at risk of redundancy, and who meet the minimum requirements for the advertised vacancy.

This vacancy is part of the [Great Place to Work for Veterans \(opens in a new window\)](#) initiative.

The Civil Service welcomes applications from people who have recently left prison or have an unspent conviction. [Read more about prison leaver recruitment \(opens in new window\)](#).

Please note - At this time GPA are unable to offer any Visa Sponsorship to candidates as we do not currently hold a visa sponsorship licence. Please do not apply for permanent roles with GPA if you will require your employer to take on the sponsorship of your current or any future visas.

Sift

The sift is due to take place week commencing 2nd March 2026.

As part of the application process, you will be asked to include a CV and a 750-word personal statement. The personal statement should then align with the person specification.

Interview

GPA policy is for interviews to be held face to face, with virtual interviews only by absolute exception. The date and location will be confirmed if you are invited to interview. If you feel this will be a problem for you, please contact recruitment@gpa.gov.uk to discuss prior to submitting your application.

At interview, applicants will be scored against 3 behaviours - Working Together, Changing and Improving, Communicating and Influencing.

Interview questions will be a blend of Behaviour, Experience, Strength and Technical (core skill) questions.

Further Information

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

Any move to GPA from another employer will mean you can no longer access childcare vouchers. This includes moves between government departments. You may however be eligible for other government schemes, including Tax Free Childcare; for further information [visit the Childcare Choices website](#).

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 gparecruitment.grs@cabinetoffice.gov.uk as 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.

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

In order to process applications without delay, we will be sending a Criminal Record Check to Disclosure and Barring Service on your behalf.

However, we recognise in exceptional circumstances some candidates will want to send their completed forms direct. If you will be doing this, please advise Government Recruitment Service of your intention by emailing Pre-EmploymentChecks.grs@cabinetoffice.gov.uk stating the job reference number in the subject heading.

Please note: in addition to the standard pre-employment checks for appointment into the Civil Service, all candidates must also obtain National

Security Vetting at Counter Terrorist Check (CTC) clearance level for this vacancy. You will normally need to meet the minimum UK residency period as determined by the level of vetting being undertaken, which for CTC is 3 years UK residency prior to your vetting application. If you have any questions about this residency requirement, please speak to the vacancy holder for this post.

For further information on National Security Vetting please [visit the Demystifying Vetting website](#).

Please be aware the levels of national security clearance are changing which may impact on the level needed for this role by the time of appointment. All efforts will be made to keep candidates informed of any changes and what that will mean in terms of vetting criteria. For more information please [See our vetting charter](#)

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.

A candidate is not eligible to apply for a role within the Civil Service if the application is made within a 5 year period following a dismissal for carrying out internal fraud against government.

Existing Civil Servants and applicants from accredited NDPBs are eligible to apply, but will only be considered on loan basis (Civil Servants) or secondment (accredited NDPBs). Prior agreement to be released on a loan basis must be obtained before commencing the application process. In the case of Civil Servants, the terms of the loan will be agreed between the home and host department and the Civil Servant. This includes grade on return.

This role is full time only. Applicants who wish to work an alternative pattern are welcome to apply however your preferred working pattern may not be

available and you should discuss this with the vacancy holder before applying.

If you are experiencing accessibility problems with any attachments on this advert, please contact the email address in the 'Contact point for applicants' section.

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

Security

Successful candidates must undergo a criminal record check.

Successful candidates must meet the security requirements before they can be appointed. The level of security needed is [counter-terrorist check \(opens in a new window\)](#).

[See our vetting charter \(opens in a new window\)](#).

People working with government assets must complete [baseline personnel security standard \(opens in new window\)](#) checks.

Nationality requirements

This job is broadly open to the following groups:

UK nationals

nationals of the Republic of Ireland

nationals of Commonwealth countries who have the right to work in the UK

nationals of the EU, Switzerland, Norway, Iceland or Liechtenstein and family members of those nationalities with settled or pre-settled status under the [European Union Settlement Scheme \(EUSS\) \(opens in a new window\)](#)

nationals of the EU, Switzerland, Norway, Iceland or Liechtenstein and family members of those nationalities who have made a valid application for settled or pre-settled status under the European Union Settlement Scheme (EUSS)

individuals with limited leave to remain or indefinite leave to remain who were eligible to apply for EUSS on or before 31 December 2020

Turkish nationals, and certain family members of Turkish nationals, who have accrued the right to work in the Civil Service

[Further information on nationality requirements \(opens in a new window\)](#)

Working for the Civil Service

The [Civil Service Code \(opens in a new window\)](#) 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 \(opens in a new window\)](#).

The Civil Service embraces diversity and promotes equal opportunities. As such, we run a Disability Confident Scheme (DCS) for candidates with disabilities who meet the minimum selection criteria.

The Civil Service also offers a Redeployment Interview Scheme to civil servants who are at risk of redundancy, and who meet the minimum requirements for the advertised vacancy.

Diversity and Inclusion

The Civil Service is committed to attract, retain and invest in talent wherever it is found. To learn more please see the [Civil Service People Plan \(opens in a new window\)](#) and the [Civil Service Diversity and Inclusion Strategy \(opens in a new window\)](#).

Apply and further information

This vacancy is part of the [Great Place to Work for Veterans \(opens in a new window\)](#) initiative.

The Civil Service welcomes applications from people who have recently left prison or have an unspent conviction. [Read more about prison leaver recruitment \(opens in new window\)](#).

Once this job has closed, the job advert will no longer be available. You may want to save a copy for your records.

Contact point for applicants

Job contact :

Name : Judi Morris

Email : judi.morris@gpa.gov.uk

Recruitment team

Email : gparecruitment.grs@cabinetoffice.gov.uk

Further information

If you feel your application has not been treated in accordance with the Recruitment Principles and you wish to make a complaint, in the first instance, you should contact HR@gpa.gov.uk

If you are not satisfied with the response you receive from the Department, you can contact the Civil Service Commission:

Click [here](#) to visit Civil Service Commission

