



Department
for Culture,
Media & Sport



**Job title: Senior policy advisors, press
policy**
Grade: HEO

Job reference: 419354

Closing time and date: Sunday 17th August 23:55



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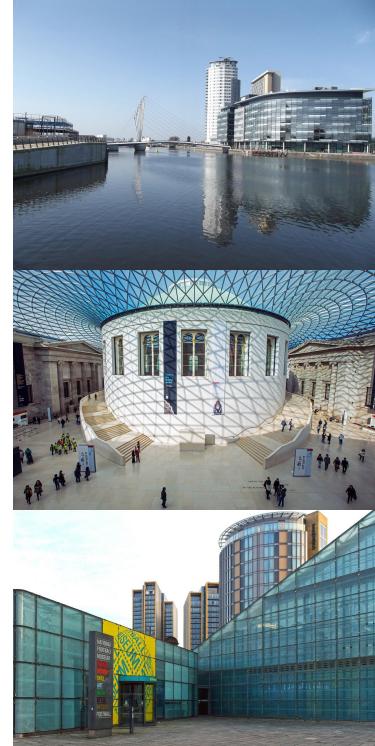
How DCMS delivers for the nation

DCMS celebrates what makes life in the UK unique, recognising the vital role culture, arts, media, sport, tourism and civil society play in supporting the economy and shaping our image on the world stage. Our sectors are a powerful force for economic growth and opportunity, contributing £170 billion to the economy, supporting 4 million jobs and acting as a source of soft power and national pride. From the Premier League to the silver screen, our sectors are in huge demand around the world. This influence is what makes DCMS so integral to delivering the government's mission led agenda.

DCMS is addressing the financial sustainability of the nation's game with the Football Governance Bill and driving grassroots investment to boost sports participation nationwide. We are developing world-leading, complex regulatory reforms on gambling, in addition to overseeing the National Lottery, which has delivered more than £49bn for good causes in its 30 years. We also deliver some of the world's most significant events. From His Majesty the King's Coronation to the Champions League Final, DCMS has enhanced the UK's reputation as leaders in event delivery.

As a department, we support initiatives that enrich everyday life: funding museums, galleries, cinemas and theatres; enhancing youth facilities and backing charities that make an incredible impact. All of which bring pride to local communities and provides substantial health and wellbeing benefits for the people we serve.

As an employer, DCMS has among the highest engagement scores of all Civil Service departments. Our annual People Survey scores consistently show staff are proud to work for us and are inspired by our mission.



To find out more about DCMS, and what it is like working here, take a look at our [LinkedIn](#) and [GOV.UK](#) pages

Welcome from our Permanent Secretary



Welcome message from Susannah Storey

Thank you for your interest in DCMS. Whether you are at the beginning of your career, returning after a break or looking for a change of direction, DCMS is a really special place to work and I am confident we have something for everyone interested in working in the Civil Service.

Our policy areas are among the most exciting and creative in government. Our people play a vital role in the development and delivery of government policy across the arts, creative industries, media, tourism, civil society and sport. The work we do as a department drives growth and enriches lives. There are many opportunities to work in our policy areas and in our corporate centre, supporting the department to deliver on its strategic objectives.

We are a department that values its staff. We have a number of great staff networks who represent and advocate for the best interests of our people and are engaged in the department's decision making. As an organisation we really live and breathe our values and work hard to create a culture that our staff enjoy working in. I really hope you can join us to play a part in DCMS on our journey as a department.

Manchester office headquarters

Alongside our London office, we opened our second Headquarters in Manchester in February 2022 and the office now accommodates our largest regional workforce.

Our office is located in **Manchester City Centre (M2)** and is a 10 minute walk from Manchester Piccadilly and Victoria Train Station. We are also accessible by tram and bus routes across Greater Manchester from Piccadilly Gardens and St Peter's Square.

What it's like to work in our Manchester office:



The Manchester office is super central, really comfortable and has such a warm and welcoming atmosphere. As someone fairly new to the civil service I feel I made the right decision coming to work for DCMS up north!

Freddie - Workplace Experience Manager



Address: Bloc, 17 Marble St, Manchester, M2 3AW

Our commitment to Equity, Diversity & Inclusion

At DCMS, we are dedicated to attracting, nurturing, and investing in talent wherever it is found.

We are committed to fostering a workplace where everyone feels a true sense of belonging and can confidently be their authentic selves. To support this, we have a wide range of Staff Diversity Networks, which include groups focused on race, gender, disability, LGBTQIA+, carers, social mobility, EU nationals, and religion or beliefs. These networks are easy to join and open to all employees from their first day with us.

DCMS is dedicated to addressing disparity by expanding opportunities and creating an environment where everyone, regardless of their background or location, has the chance to succeed and thrive.

Examples of how we deliver this through our recruitment process include:

- We advertise our roles on a wide range of platforms to engage with and attract candidates, including job boards such as [Restless](#) and [Vercida](#).
- DCMS is an accredited **Disability Confident Leader** under the government's **Disability Confident Scheme** which denotes organisations that have a positive commitment towards disabled people. We guarantee to interview anyone with a disability whose application meets the minimum criteria for the role.

- DCMS is committed to the **Great Place to Work for Veterans** scheme, which is designed to encourage more veterans to join the Civil Service when they leave the armed forces. We guarantee to interview any veterans whose application meets the minimum criteria for the role.
- DCMS welcomes applications from people who have recently left prison or who have an unspent conviction. If a successful applicant has a criminal record we will consider whether or not to proceed with an offer of employment on a case by case basis. [Further information about Prison Leaver recruitment can be found on the Civil Service Careers site](#).
- We offer reasonable adjustments at application and interview to enable all candidates to perform at their best. Similarly, any required workplace adjustments will be in place from your first day.
- In all instances, recruitment panels will be diverse on the basis of gender and experience.



About the team

The roles sit within the Radio, Advertising and Press (RAP) team which is part of the Media and International Directorate (MINT) at DCMS. MINT supports a thriving media environment that drives growth and fosters social cohesion, while also promoting DCMS sectors and interests globally.

As part of that, RAP work is focused on supporting a free media underpinned by high-quality journalism and a diverse and sustainable press sector, that helps democracy and communities to thrive and protects the integrity of the UK information environment.

RAP is a friendly, supportive and policy-focused team, leading on a wide variety of interesting issues, including the UK's media ownership regime, trust, transparency and accountability in the online advertising market, the future of the radio and audio industries, and the safety of journalists facing abuse and harassment. These roles are focused on the financial sustainability of public interest journalism, and in particular work to support local journalism through a Local Media Strategy.



Our people and our values

DCMS culture has allowed me to bring my whole self to work and thrive in an environment which champions inclusivity and creativity. I am part of a collaborative team which has encouraged me to be ambitious and strive for the best in everything I do. I have accomplished many things at DCMS which before joining felt out of reach and I now feel motivated as ever to achieve my goals.

Hafsa
Policy Advisor, MINT



Chairing the Social Mobility Network has been an excellent opportunity to develop our outreach and development strategies across the Department and wider Civil Service to advocate for applicants, colleagues and people across our sectors from lower socioeconomic backgrounds. It has been a highlight of my career at DCMS so far, most notably including our team talks where our D&I team champion social mobility, and the launch of our new mentoring programme that we look forward to expanding in 2025. As social mobility is not a protected characteristic under the Equality Act (2010) it is crucial that we include this by raising awareness of issues and lived experiences. Alongside improving the experience of colleagues and our recruitment practices, it is further proving impactful to advocate for social mobility as a policy consideration in programme development across our sectors. The network offers a positive space to foster community across the Department and a chance to engage with colleagues across teams you may not interact with otherwise.

Meah
Social Mobility Network Chair



Act with Kindness

We listen, show respect and are honest with each other.



Learn and Grow

We are skilled, innovative and empowered to improve continuously



Strive for the Best

We are rigorous, knowledgeable and creative



Work as One

We embrace our different backgrounds, collaborate and bring people with us

About the role

These are varied, fascinating and fast-paced roles currently focused on the Local Media Strategy, a ministerial priority. The financial sustainability of public interest journalism, particularly at local level, is a major concern, with repercussions for democracy, public trust and social cohesion. With this in mind, the Local Media Strategy is intended to help secure the long term future of local journalism.

Postholders would play a key role driving this work forward, and may also be engaged in wider work, including on the interaction between AI and copyright, the Competition and Markets Authority's implementation of digital competition legislation and the next BBC Charter Review.

Postholders will help develop and deliver policy in the Strategy, with opportunity to lead on discreet workstrands and on overall project management of the Strategy. They will engage with a variety of stakeholders from other parts of Government, news publishers and broadcasters, tech firms and local authorities. They will help draft policy papers, advice, briefings, correspondence and answers to parliamentary questions for ministers. And they will monitor developments and trends to help anticipate emerging challenges to wider press sustainability.



What are we looking for?

The ideal candidate would have the following key skills and experience:

Essential requirements:

- Written and oral communication skills, including the ability to succinctly explain complex issues to a diverse range of stakeholders.
- A proven ability to identify, analyse and assess evidence from a range of different sources to inform effective decision-making.
- A team player, able to build and maintain strong relationships with colleagues and other stakeholders with potentially contrasting priorities, to influence and deliver shared goals.
- Highly organised and able to deliver across multiple priorities and respond when required to time-sensitive deadlines.

Desirable skills:

- Interest and/or experience in the media, journalism and the UK's information ecosystem

Job details

Number of roles: 2

Salary: National £34,584 - £38,044 + benefits.

If you are applying from another Government Department on a lateral move we will match your base salary, or you will join on our pay band minimum - whichever is higher. However you will not be automatically entitled to transfer any allowances. If you currently have an allowance please check with the Vacancy Holder if it's transferable. If you are an external applicant, you will join on our pay band minimum.

Contract type: Loan (for existing civil servants applying from an OGD), Secondment or Fixed-Term Appointment (for external candidates)

Please note: Existing Civil Servants applying from an OGD will require prior permission from their line managers to be released on loan should they be successful in securing this role.

Length of contract: 2 years

Who can apply?: Civil Servants and external applicants

Level of security clearance required: You must hold, or be willing to obtain CTC level. Information on eligibility for security vetting can be found [here](#).

Working patterns: Full-time, Flexible Working - does not include part-time

Working hours: 37 hours

Location: This role is based from our **Manchester** office.

While DCMS has other office locations, we cannot consider requests to be based at an alternative location.

DCMS operates a hybrid working policy whereby individuals are required, from their start date, to spend 60% of their working hours at their office location and they can work the remaining 40% from home. Occasional travel to London may be required.

Employee benefits

As a DCMS employee, you'll be entitled to a large range of benefits including:



A Civil Service pension -
28.97% employer contribution



26.5 days annual leave - rising to 31.5 after 5 years service



Employee benefits system and staff reward and recognition bonuses



Staff wellbeing, flexible working and hybrid working



Exceptional learning and development opportunities



9 months full pay for maternity, adoption and shared parental leave

Information session

We are running an information session where prospective applicants can find out more about the role. This will be hosted by the vacancy holder, and will take place on:

- **Tuesday 12th August from 3-3.45pm**

The session will be an opportunity to hear more about the role, the team and wider directorate and the department. It will also be an opportunity for you to ask any questions.

Please [register your interest by filling out this Registration form](#) by **Monday 11th August at 5pm** and you will be sent an invitation.

Please note that the session will not be recorded and will not focus on the DCMS recruitment process - please direct any queries that you have on this topic (timelines, reasonable adjustments, onboarding etc) to [**recruitment.team@dcms.gov.uk**](mailto:recruitment.team@dcms.gov.uk)



How to apply



To apply for this vacancy, you will need to submit the following documents which will be assessed against the [experience success profile](#):

- A **CV** setting out your career history, with key responsibilities and achievements. Please ensure you provide employment history that relates to the essential and desirable criteria, and that any gaps in employment history within the last 2 years are explained. The CV should not exceed more than 2 x A4 pages and you should insert your CV into the "Job History" section on the Civil Service Jobs application form.
- A **Statement of Suitability** (max **750** words) explaining how you consider your personal skills, qualities and experience provide evidence of your suitability for the role in reference to the essential requirements highlighted. You may also choose to reference the desirable skills listed however these will not be considered in the assessment of your application except in circumstances where there are a high number and calibre of candidates.

For the **shortlist**, we will select applicants demonstrating the best fit for the role by considering the evidence provided in your application.

In the event of a large number of applicants, an initial sift will be conducted on the Statement of Suitability. Those who are successful in the initial sift will then be scored on all elements of the application.

For support in writing your application and interviewing, please refer to the 'Application and Interview Guidance' document attached to the job advert.

Selection process details

Advert closing date:	Sunday 17th August 23:55
Shortlisting:	W/C 18th August
Interviews:	W/C 1st September
Feedback:	W/C 8th September

Candidates are asked to note the above timetable, exercising flexibility through the recruitment and selection process.

Want to know more about DCMS recruitment and selection processes?

Attend our Recruitment Workshop on Application and Interview Guidance

[Register your interest for our upcoming workshops via this sign up form](#), or using the QR code.



The interview

The interview process will assess behaviours and strengths.

The behaviours to be tested at interview are:

- Communicating and Influencing
- Working Together
- Delivering at Pace

You will not be made aware of the strengths being assessed prior to your interview.

You may also be required to prepare a presentation. Full details of this, including the topic, length of time, and whether or not you will need to use visual aids, will be sent to you prior to your interview.

Your interview will take place remotely via GoogleMeets.



How to prepare

Throughout the assessment process, you will be assessed using the Civil Service Success Profiles.

The [Success Profiles framework](#) is what the Civil Service use to assess candidates, in order to find the right person for the job.



Select each box for more information about each item

Most assessment processes will include:

Behaviour questions

Behaviours relate to whether applicants have the skills to carry out specific tasks by asking for examples of their experience. When answering these type of questions, we recommend you use the 'STAR' model:

- **Situation**
- **Task**
- **Action**
- **Result**

Strength questions

These questions highlight what energises a person, what they like to do and what is important to them; strengths are innate so cannot be learned. We are looking to get a sense of your first natural response and for this reason we will not mention which strengths are being assessed.

For more guidance on how to prepare, refer to the [Application and Interview Guidance](#) attached to the job advert.

Use of AI in job applications

Acceptable use of AI

- **Idea Development:** help you refine and clarify your ideas and thoughts
- **Research:** explore DCMS projects, public initiatives, and industry/profession trends.
- **Proofreading:** check spelling, grammar, and clarity.
- **Interview Prep:** conduct mock interviews for anticipated questions.



Artificial Intelligence (AI) tools like ChatGPT, Claude, Copilot, and Gemini can help you enhance your application and prepare for the process but it is essential you use them appropriately.

They must not be used to provide misleading or false information at any stage of the application journey.

The [Civil Service AI Candidate Guidance](#) suggests ways to use AI that may be helpful to you.

The most important thing to remember is that we want to find out about you and how you align with DCMS and the Civil Service. Your application should represent your skills and personal experiences accurately and authentically.



Unacceptable use of AI

- **Misrepresentation:** inflating or inventing your skills and experiences.
- **Copy-Pasting:** copying generic AI responses into your application
- **Assessment Assistance:** completing tests designed to measure abilities.
- **Sensitive Information:** inputting confidential DCMS data.
- **Live Interviews:** using AI-generated answers during interviews.

Information for applicants

What you will need to work at DCMS:

- To reside and have the right to work in the UK.
- To possess a [National Insurance Number](#).
- To have, or be willing to obtain, the required level of security clearance. Please note, for candidates external to the Civil Service, the baseline security clearance required to start at DCMS can take on average 28 days to complete.

What nationality do I need to hold in order to apply?

You must meet the Civil Service Nationality rules, which can be found [here](#).

For some roles, DCMS may be able to sponsor applicants who require a visa to work in the UK, providing you meet the nationality eligibility criteria. Sponsorship is granted under the [Skilled Worker Visa](#) route. Applicants who require a visa are advised to make vacancy holders aware of this at the earliest opportunity.

Diverse Interview Panel

You will be interviewed by a panel which has diversity of thought, experience and background. If you have any questions on this, please contact the DCMS recruitment team.

Feedback

Please note you will only receive feedback if you reach the interview stage.

Following interview, all candidates will receive a score along with some short written feedback on your performance at interview.

Complaints

If you feel your application has not been treated in accordance with the [Civil Service Commission's Recruitment Principles](#), and you wish to make a complaint, please contact the team at recruitment.team@dcms.gov.uk and address your query to our **Head of HR Delivery**.

Questions?

If you have any questions about the role please attend [the information session](#).

Alternatively, you can contact the vacancy holder directly: ed.little@dcms.gov.uk, however, please note that depending on volumes it may not be possible to respond to all queries before the advert closes, so we would advise attending the information session where possible.

If you have any questions about the recruitment process, please either attend the [recruitment workshop](#), or contact us on recruitment.team@dcms.gov.uk.

Should you encounter any issues with your online application please get in touch with: dcmsrecruitment.grs@cabinetoffice.gov.uk.

