

February 2017

Trust in water

# Information for applicants

**Principal – Head of Marketing &  
Communications (Market Outcomes  
Enforcement),  
Corporate Communications  
Ref: OFW1651**

[www.ofwat.gov.uk](http://www.ofwat.gov.uk)

**ofwat**



## Introduction from Cathryn Ross, Chief Executive



### **Water is not a dry issue.**

The water sector in England and Wales has come a long way in the past 27 years. At privatisation, polluted beaches and rivers and neglected infrastructure meant we were seen as the ‘dirty man of Europe’.

The regulation of this sector was entrusted to the Water Services Regulation Authority (Ofwat) which has maintained a steady hand in driving and incentivising the sector to deliver and to improve. Over the period since privatisation, the water companies have invested more than £120 billion in maintaining and improving services for consumers and the environment. Today, for example, the amount of water lost through leaks is down by about a third since the mid-1990s. In addition, salmon have returned to the River Mersey, once considered one of the most polluted in Europe. All of this has been delivered efficiently too – a litre of tap water, supplied and taken away, costs less than half a penny.

But the world is changing. The water sector faces new problems and very different challenges. In the future, climate change may mean we get more droughts and more floods, making it harder to maintain resilient supplies. Our population is growing, putting more pressure on the water we use. Lifestyle changes have increased our appetite for water in our homes, our work places and our places of leisure. The changing social and economic landscape also means we need to reconsider how business operates and how customers are able to afford their water and sewerage bills.

Ofwat needs to be at forefront of determining and implementing a regulatory system that will protect customers’ interests, drive efficiencies and innovation, enable efficient companies to finance their functions and to ensure that the ‘promises of privatisation’ are delivered. We all need sustainable solutions to these problems.

Thank you for your interest in joining Ofwat at what is a very exciting time for us. We look forward to receiving your application.

**Cathryn Ross**  
**Ofwat Chief Executive**

## About Ofwat and the role

Ofwat (the Water Services Regulation Authority) is the economic regulator of the water and wastewater sector in England and Wales. Our role is to help it build trust and confidence with customers, the environment and wider society. Our strategic priorities include:

- delivering the reforms provided for in the Water Act 2014 and help to ensure that they deliver real benefits for water customers and society. This includes putting in place the arrangements for the opening of the non-household retail market to competition in April 2017. It also includes supporting the development of water trading and abstraction reform. Doing these things will require further changes to the way we set price limits in our 2019 review;
- maintaining the confidence of investors in the water sector and our regulation of it, though this period of change; and
- developing the means by which we monitor the sector's performance against our vision of trust and confidence, and receive assurance from the sector.

## Corporate Communications resource pool

Corporate Communications in Ofwat is an essential tool for the delivery of our strategy, working across the business to encourage effective engagement and communication amongst our own people and with external audiences. To achieve this, the Corporate Communications resource pool fulfil three distinct roles.

First, increasing the impact and effectiveness of other regulatory tools (e.g. our casework, our financial monitoring or price setting). Corporate communications' expertise can help our programmes get the right messages to the right audiences (including internal audiences) in the most effective way.

Secondly, corporate communications can be used as a strategic tool in its own right across all our programmes (e.g. by building stakeholder relationships, ensuring transparency and managing our brand).

Finally, Corporate Communications has a unique role in bringing our strategy to life both for our people and external audiences. It does this by understanding and explaining how Ofwat's work as a whole delivers benefits and outcomes for customers and, ultimately, builds trust in water.

## **Role expectations**

From April most businesses and organisations in England will be able to choose which company will supply their retail water services.

Eligible businesses, charities and public sector customers will no longer be restricted to buying retail water services from their regional water company. Instead they will be free to choose their water retailer.

This a flagship project for Ofwat and as the largest water retail market in the world it will have a high international profile.

This role will be responsible for the development and delivery of communications and engagement to support Market Outcomes and Enforcement and the ongoing development of the Open Water website and brand.

Working with the Director and Senior Director the post holder will be responsible for the development and delivery of the marketing, communications and stakeholder engagement plan, ensuring that it is tailored to the non-household retail market and ensuring it is joined up with the wider programme plans.

## **Key deliverables**

- Develop and deliver the PR/Marketing, communication and engagement plan
- Manage and further develop the Open Water including PR, marketing and awareness raising of the brand.
- Responsible for raising the awareness and understanding about the retail market among eligible customers and providing impartial and reliable information.
- Responsible for ensuring that there is a flow of relevant key messages delivered in the most appropriate way for audiences
- Work collaboratively with partners to ensure key messages are joined up.
- Responsible for proactive and reactive stakeholder and media engagement, ensuring there is a media engagement plan in place and that all PR and media opportunities are exploited to maximum effect.
- Develop, co-ordinate and deliver the digital offering under the Open Water brand including making full use of digital channels and social media

- Be an integral part of the programme, working collaboratively with colleagues, providing advice, highlighting risks and opportunities and challenging where appropriate.
- Work with the programme team and colleagues, be responsible for developing key messages, presentations and communication content, ensuring that messages are coherent and joined up.
- Ensure alignment between internal and external communications.
- Take the lead on the ongoing development of the Open Water website as well as leading the design of key documents, outsourcing where necessary. Where work is outsourced you will be responsible for the day to day contract management.

## Professional requirements

	Critical	Expected
Qualifications	Degree level qualification or equivalent.	
Experience	<p>Experience of working with a high degree of autonomy.</p> <p>Demonstrable experience of leading and delivering projects using a wide range of different communications channels</p> <p>Track record of delivering high quality decisions on time to a demanding schedule.</p> <p>Evidence of displaying a business-delivery focused, can-do approach showing energy commitment and resilience.</p> <p>Experience in fostering mutually beneficial relationships with stakeholders and balancing the competing interests of a number of stakeholders.</p> <p>Clear evidence of being a self-starter – a driver of pace and change.</p> <p>Experience of working in PR/Marketing.</p> <p>Experience of developing and delivering campaigns.</p>	<p>A track record in developing and delivering impactful external communications strategies in a regulatory environment.</p>

	<b>Critical</b>	<b>Expected</b>
	<p>First-class verbal communication and presentation skills.</p> <p>Excellent written communication skills, including the ability to draft high impact tailored communications and preparing briefings and articles.</p> <p>Demonstrable experience of turning communications strategies into clear and timely communications plans.</p>	
Knowledge	<p>Able to demonstrate operational knowledge of a broad range of communication channels and when they should be used to best effect e.g. web, social media, media.</p> <p>Demonstrable knowledge of the political dimensions of operating within a regulatory sector.</p> <p>Knowledge of how to identify and manage risk relating to external communications.</p>	

## Terms and conditions of employment

### Contract

This is a fixed term appointment to 30 March 2018.

### Salary

The salary range for this role is Band 4 - £48,407 - £74,042. External candidates can expect to achieve a starting salary from the bottom of the band up to £65,000, depending on relevant skills and experience required for the post. Salary is paid monthly by credit transfer.

Internal and Civil Service candidates already at this job level would normally maintain their existing salary arrangements as this would be classed as a level transfer. If applying for the role as a promotion, these candidates can typically expect

to be appointed on a salary at the bottom of the band or a 10% increase to existing salary, whichever is greater.

## Location

The role will be based in either Birmingham or London. However, it is likely that travel between offices and throughout the UK will be needed to be effective.

## Contracted place of work and taxable expenses

Any person who regularly works more than two days a month in both the Birmingham and London offices, irrespective of their contracted place of work, is considered by HMRC to have [two permanent workplaces](#). However it is unlikely that the PA will be required to be in Birmingham more than two days a month

The payment of your rail fare, accommodation or subsistence in this situation attracts tax and National Insurance because you are receiving a benefit.

Ofwat meets the cost of the tax and National Insurance by grossing up your expenses and recovering the net amount through your monthly pay package. But the expenses are classed as taxable earnings, which could impact on any attachment of earnings – for example, student loan repayments, high income child benefit and state benefits.

For further information on taxable expenses, please email [payroll@ofwat.gsi.gov.uk](mailto:payroll@ofwat.gsi.gov.uk).

## Hours of work

The successful post holder will be required to work a minimum of 37 hours, excluding lunch breaks. You will be required to work such additional hours as is reasonable and necessary for the efficient performance of your duties.

## Probation

There is a probationary period of six months for all new entrants. Subject to satisfactory performance, the post holder will be transferred to permanent establishment at the end of their probation.

## Annual leave

On appointment the post holder will be entitled to 25 days annual leave plus 10½ days' public and privilege holidays a year. Annual leave entitlement will be increased by one day for each year of continuous employment with Ofwat, up to a maximum leave allowance of 30 days.

## Pension

On appointment, you are eligible to join the Civil Service Pension. The Civil Service offers a choice of defined benefit and stakeholder pensions, giving you the flexibility to choose the pension that suits you best. We offer you a choice of two types of pension.

**Alpha:** alpha is an occupational pension scheme and provides a defined benefit worked out on a Career Average basis.

From 1 April 2016, employee contributions will be:

Payband (full-time equivalent basis)		Employee contribution rate (%)
From	To	
£0.00	£21,210	4.60
£21,211	£48,471	5.45
£48,472	£150,000	7.35
£150,001	and above	8.05

From 1 April 2016, employer contributions will be:

Payband (full-time equivalent basis)		Employer contribution rate (%)
From	To	
£0.00	£22,500	20
£22,501	£45,000	20.9
£45,001	£75,000	22.1
£75,001	and above	24.5

**Partnership:** this is a stakeholder pension with a contribution from Ofwat. How much we pay is based on your age. We pay this regardless of whether you choose to contribute anything. You do not have to contribute but, if you do, we will also match your contributions up to 3% of your pensionable earnings. The contributions are in addition to the age-related contribution mentioned above.

To learn more about the Civil Service Pension schemes, please follow the link <http://www.civilservicepensionscheme.org.uk/>

## **Ofwat benefits**

We also offer a range of additional benefits. These include:

- access to our package of benefits via our 'Rewards on Tap' scheme. This is a voluntary benefits scheme where staff have access to exclusive discounts on a range of goods and services such as retail outlets, theatre tickets, holidays, insurance and gym membership;
- childcare voucher scheme;
- cycle-to-work scheme;
- season ticket loan for travel between home and office;
- flexible working arrangements;
- fees paid for membership of relevant professional bodies;
- regular professional development;
- health and wellbeing initiatives; and
- free eye tests and contribution towards lenses/spectacles for VDU users, if appropriate.

## **Further information**

### **Security clearance**

Any offer of appointment will be subject to satisfactory completion of security and pre-employment checks. Further information about the security checking procedure is available on request.

### **Nationality and immigration control**

This post is open to nationals of states within the British Commonwealth and the European Economic Area (EEA) and certain members of their families. There must be no employment restriction or time limit on your permitted stay in the UK.

If you would like further information on Nationality and Immigration Control, please email us at [people@ofwat.gsi.gov.uk](mailto:people@ofwat.gsi.gov.uk).

## Stocks or shares

Because of the nature of the information you will come into contact with and the need to be wholly independent of the water sector in England and Wales, you and your family (including your spouse or civil partner and any children or step-children under the age of 18 who still live at home, or any other member of your household) will be precluded from owning, purchasing or dealing in the shares of the water companies and their holding companies.

## How to apply

Applications should include a:

- curriculum vitae (**CV**);
- **covering letter** or supporting statement that outlines the contribution you can make to Ofwat, including how you feel you meet our professional requirements and demonstrate behaviours outlined in our competency framework;
- completed **CV supplement form**; and
- completed **diversity monitoring form**. This form is not mandatory.

Please email your CV and supporting documents to [recruitment@ofwat.gsi.gov.uk](mailto:recruitment@ofwat.gsi.gov.uk) by the closing date.

If you are unable to make an electronic application, you may submit your application on paper. Please contact us to find out how.

## Selection timetable

Closing date	5.00pm, Monday 13th March 2017
Sifting	Wednesday 15th March 2017
Interview date	Thursday 23rd March 2017

If you have any queries about any aspect of this role or selection process, please call Michelle Randall, on 0121 644 7501.

## Expenses

We will refund travelling costs at the rate of standard rail fare for the journey or motor mileage rates (cars: 25p per mile).

Please note that proof of purchase will be required for all public transport expenses.

We cannot refund expenses for travel into the UK. If you have to stay overnight, please contact [recruitment@ofwat.gsi.gov.uk](mailto:recruitment@ofwat.gsi.gov.uk) for further details.

## Data protection

We will use your application only to inform the selection process, after which we will destroy it. If you are successful, it will form the basis of your personal record with us and we will store it in manual and electronic files.

We will hold any data about you in completely secure conditions, with restricted access. Information in statistical form on present and former employees is given to appropriate outside bodies.

We will include data that you provide on the diversity monitoring form in a general database for statistical monitoring purposes only, enabling us to monitor the effectiveness of our policy on equal opportunities in employment. Individuals will not be identified by name.

We shall consider that, by applying for this role, you are giving your consent to the processing of your data in the ways described above.

## Diversity

Ofwat aims to be an equal opportunities employer. We intend to make sure that there is equality of opportunity and fair treatment for all irrespective of:

- age;
- disability;
- gender reassignment;
- marriage and civil partnership status;
- pregnancy and maternity;
- race, religion or belief; or
- sex or sexual orientation.

We would like to assure you that we will treat the information you provide on the diversity monitoring form in the strictest confidence and only use it to help us monitor appropriate equal opportunities policies. This information plays no part in our selection process.

## **Investors in People (IIP)**

Ofwat has IIP accreditation which reflects good management practices throughout our organisation, including in business planning, individual objective setting, learning and development opportunities, as well as continuous constructive feedback through our delivery and development conversations approach to performance management.

## **Complaints procedure**

The process of recruitment and assessment embraces the principles of fair and open competition and best practice. The first is to maintain the principle of selection for appointment to the Civil Service on merit on the basis of fair and open competition as outlined in the [Civil Service Recruitment Principles](#). The second is to promote an understanding of the [Civil Service Code](#) which sets out the constitutional framework in which all civil servants work and the values they are expected to uphold, and to hear and determine appeals made under it.

If feel your application has not been treated in accordance with the recruitment principles and you wish to make a complaint, you should contact Natasha Harris, Principal, Operations (People), Ofwat, Centre City Tower, 7 Hill Street, Birmingham, B5 4UA in the first instance. If you are not satisfied with the response you receive from us you can contact the Civil Service Commission