

February 2018

Trust in water

Information for applicants

**Director, Communications and
Engagement**
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www.ofwat.gov.uk



Introduction from Rachel Fletcher, 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 £140 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 to have trust and confidence in the water and wastewater services we receive.

To do this, Ofwat needs to be at the very top of its game. Thank you for your interest in joining Ofwat at what is a very exciting time for us. We look forward to receiving your application.

Rachel Fletcher
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:

- Working with the sector to improve the customer experience in particular by improving resilience, delivering a step change in customer service, maintaining affordability and driving efficiency.
- Improving information and transparency in the sector to hold companies to account.
- Supporting the development and investability of markets, to enable the sector to deliver more for less.
- Securing stakeholder engagement and support for change.
- Ensuring Ofwat has the skills, experience, systems, processes and culture to deliver the strategy.

Our focus as a regulator is on regulating in a pro-market way which means establishing an effective framework that improves information (e.g. quality and visibility); improves buyers' and sellers' ability to transact (e.g. reducing 'transaction costs'); and/or by improving incentives on buyers and sellers to transact efficiently. In addition, we will look to make targeted interventions only, rather than taking a prescriptive, one-size-fits-all approach.

Corporate Communications

The Corporate Communications resource pool works across all of Ofwat's programmes to provide expertise in internal and external communications and stakeholder engagement. Ofwat's communications hub delivers strategic communications to implement our strategy, build Ofwat's reputation and drive improvements in communication and engagement across the sector. To achieve this, our communications strategy has three strands:

Building and developing Ofwat's communications

Our communications – including our work on the 2019 Price Review (PR19) and the new business retail market - are centred around targeted, time limited, content-driven, audience-focused campaigns, using the full suite of channels open to us. We use an editorial approach, commissioning content from across Ofwat's programmes.

Using communications as an influencing tool

We use the content of our communications, and the way we communicate, to influence water companies, the wider sector and beyond. We do this by understanding our stakeholders and the changing environment in which we operate. We use effective relationships with our different stakeholders to implement our strategy, supporting and challenging them to deliver trust in water.

Encouraging best practice in communications

We use our influence to encourage water companies to place communications, and customer communications in particular, at the heart of the business. This includes engaging directly with water company communications teams and working to share best practice across the sector.

Role expectations

This is an exciting role at a crucial time for Ofwat. As we build on the opening of the new business retail market and begin our 2019 Price Review, we need dynamic and integrated communications, which support agile and effective relationships with our different stakeholder groups. This is a leadership role in the Corporate Communications resource pool which will:

- Play a central role in the development of a new strategic communications hub in Ofwat
- Take the lead in developing and maintaining a comprehensive understanding of Ofwat's stakeholder landscape, interactions and linkages across it, trends over time and future movements.
- Drive the use of stakeholder engagement (including collaborative working) to deliver strategic benefits.
- Ensure strategic integration across all of Ofwat's internal and external communications activity and our stakeholder engagement
- Provide support to the Senior Director of Corporate Communications for the delivery of Ofwat's communications strategy and the development of the Corporate Communications resource pool

Key deliverables

- Lead one or more workstreams within Ofwat's communications hub, focusing on building reputation and influence across the water sector and more widely

- Implementing Ofwat’s stakeholder engagement strategy, working across all programmes to ensure an overall, joined up and effective approach to managing relationships
- Leading on the development of stakeholder engagement tools across Ofwat, including embedding systems and processes and staff training and development.
- Implementing a formal communications planning and management process to ensure integration of communications and stakeholder plans across programmes and the quality and evaluation of those plans
- Driving an integrated approach to communications and stakeholder engagement within the Corporate Communications resource pool and more widely across Ofwat, ensuring consistent messaging across audiences
- Helping programmes to access the best support from the communications resource pool, providing direction as required and working with them collaboratively to ensure best practice and best results in communications and engagement
- Support programme and pool working in a way which creates a dynamic agile, multi- skilled and flexible organisation
- Acting as resource manager for members of the communications resource pool
- Coaching and mentoring members of the communications pool to ensure they have the time they need to do the role.
- Responsible for resource pool budget and Cabinet Office controls
- Deputising for the Senior Director of Corporate Communications when required.

Professional requirements

	Critical	Expected
Qualifications	Degree level qualification or equivalent.	Post-graduate or professional communications qualification or equivalent
Experience	<p>Demonstrable experience of being able to rapidly grasp complex policy arguments on topics where the job holder is not a subject matter expert.</p> <p>Strategic thinker: able to translate strategic goals into impactful communications strategies</p>	Demonstrable evidence of working at a pace and within a regularly ambiguous environment.

	Critical	Expected
	<p>Demonstrates how to see the 'wider picture' and understand the inter-connections between policies and events.</p> <p>Experience of being able to manage and minimise risks, fluent in crisis communications.</p> <p>Authoritative and personable, an excellent public speaker.</p> <p>Clear experience of being a self-starter – a driver of pace and change.</p> <p>Ability to demonstrate how to work collaboratively and lead multi-disciplinary projects.</p>	<p>Demonstrable evidence of comfortable managing uncertainty.</p>
Knowledge	<p>High degree of knowledge of government and party political processes, protocols, culture and personalities.</p> <p>Knowledge of public sector culture, ways of operating and constraints</p>	<p>Knowledge of the particular issues and challenges of economic regulation and the key current issues within the water sector.</p> <p>Strong economic literacy.</p>

Terms and conditions of employment

Contract

This is a permanent appointment.

Salary

The salary range for this role is Band 5 - £74,043 - £111,063. External candidates can expect to achieve a starting salary from the bottom of the band up to circa £80,000, 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](#).

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.

This means that you will not be required to meet the costs of travel to the office location where you are not based.

For further information on taxable expenses, please email 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 2017, member contributions will be based on actual salaries.

From 1 April 2017, employee contributions will be:

Actual pensionable salary (annual)	All members
Up to and including £21,422	4.60%
£21,423 to £51,005	5.45%
£51,006 to £150,000	7.35%
£150,001 and above	8.05%

From 1 April 2017, employer contributions will be:

Revised Salary Band (£)	ASLC rate from 1 April 2017
23,000 and under	20.0%
23,001 to 45,500	20.9%
45,501 to 76,000	22.1%
76,001 and over	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.

Employer age-related contributions will be:

Age at the last 6 April	ASLC rate from 1 April 2017
Under 31	8%
31 to 35	9%
36 to 40	11%
41 to 45	13.5%
46 or over	14.75%

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.

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 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	Tuesday, 6 March @ 5:00pm
Sifting	7 / 8 March 2018
Interview date	w/c 12 and 19 March

If you have any queries about any aspect of this role or selection process, please email recruitment@ofwat.gsi.gov.uk

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 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, Director, 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 at info@csc.gsi.gov.uk.