

December 2019

Trust in water

Information for applicants

Principal (Communications Planning and Campaigns), Corporate Communications
Ref: BC-423

www.ofwat.gov.uk

ofwat



Introduction from Rachel Fletcher, Chief Executive

Improving life through water.

Water companies support all aspects of life. Safe and reliable water and wastewater services are essential for our day to day lives, our wellbeing, and our natural world.

And as the economic regulator of water and waste water in England and Wales, our role is to enable, incentivise and hold companies to account for providing the very best for customers, society and the environment now and in the future. We also oversee the markets that exist in the water sector to make sure they are working for customers.



To achieve this, we've set ourselves three goals. They are to:

- transform water companies' performance;
- drive water companies to meet long-term challenges through increased collaboration and partnerships; and
- for water companies to provide greater public value, delivering more for customers, society and the environment.

Delivering these goals will help to meet customers' needs: ensure reliable and safe water supplies today with a better environment, affordable bills and a resilient and sustainable future for water.

As we do this, we will be working to fulfil the UK and Welsh Governments' strategic priorities for Ofwat, and UK and Welsh Government policy.

We're ambitious about the future and looking for people who can help us to achieve our goals. Thanks for your interest in joining Ofwat. 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. Ofwat has an ambitious new [strategy](#) and as a regulator we are setting ourselves up to achieve and equal the ambition of this new strategy. It matters to us that things on the ground really change so that our impact on customers, the environment and the future of water is tangible and meaningful.

Our work is high-profile and fast-moving, within a dynamic and agile environment. The work that you'll be involved in every day will be about helping us to deliver our strategy, helping to us to be the regulator we want to be and helping the sector to deliver outcomes that matter to customers and society. Our strategy sets out the role Ofwat will play. We will adapt, be confident, act with purpose and integrity and continuously improve so that we make the greatest contribution possible to improving life through water.

Corporate Communications in Ofwat

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 team has three aims:

- First, to set the agenda about how the water sector can improve lives through environmental stewardship, public purpose and company performance. We do this by encouraging the right conversations, with our stakeholders, with media and with members of the public
- Second, to build connections and collaboration by strengthening our influence. We do this by using a range of tools to encourage people within and outside the sector to work together to improve lives through water
- Third, to increase our impact as a communications team and as a regulator. At the moment, we are focusing on listening directly to customers and using that insight to shape how we regulate and communicate.

Role expectations

This is a new role which will use communications and marketing communications techniques to help Ofwat fulfil its new strategic goals: to transform water companies' performance, to drive them to meet long term challenges and to deliver greater public value. The purpose of the role is to increase the impact of Ofwat's external communications by delivering targeted communications campaigns for different audiences and co-ordinating planning across all our communications activity. Much of this will be delivered in house and at low cost: you will need to think creatively and innovate to maximise the reach and impact of our campaigns.

You will have overall responsibility for developing our communications campaigns as well as our external communications plan. You will work with colleagues to agree messaging, audiences and channels as well as on delivery. This means building collaborative relationships with colleagues across the communications team and in Ofwat more widely. To do this effectively, you will be comfortable working with differing priorities and be prepared to negotiate to achieve the best outcome.

The successful candidate will be a strategic thinker, with proven experience of running communications campaigns to achieve corporate goals. We are looking for someone who has experience of targeting different audience groups, working across different channels, innovating where necessary and with a strong ethos of measurement and evaluation. You will be experienced at using data and audience insight to develop messaging and at using different techniques to persuade, inform and influence.

The post holder will also be part of the management team within Ofwat's communications function and will be responsible for leading a small team.

Key deliverables

- Lead the planning and implementation of mainly business to business marketing communications campaigns to meet Ofwat's strategic priorities. This includes convening campaign working groups, setting objectives, segmenting audiences, defining tactics and measuring success.
- Build constructive, collaborative relationships with colleagues across Ofwat and the communications team in particular. Be able to use different approaches to work in partnership with others; respecting different priorities and building virtual campaign teams

- Lead the development of an overarching external communications plan for Ofwat; co-ordinating messaging and activity for maximum impact. Work with colleagues to embed the plan within communications and make it available as a resource for colleagues across Ofwat.
- Build and lead a small team, setting a new standard for communications planning and campaigns in Ofwat
- Develop a framework of evaluation and reporting, using a range of internal and external data sources to help us measure the impact and outcome of our communications campaigns
- Look for opportunities to collaborate with and learn from external partners on campaigns, using different styles of working and campaigning to achieve shared goals
- A creative, innovative approach; bringing fresh thinking and ideas to help address new and existing challenges, for example around water efficiency, or supporting vulnerable customers

Professional requirements

	Essential	Desirable
Qualifications	Degree level qualification or equivalent	
Experience	Proven experience of delivering impactful communications and marketing communication campaigns to achieve corporate objectives	
	Proven experience of using a range of marcomms channels, including digital channels, to deliver campaigns, innovating where necessary	
	Experience of communications planning in a complex, multi-stakeholder environment	
	Experience of working with market research and other forms of insight to help shape campaign objectives	
	Ability to lead and motivate a small team and to lead and motivate colleagues in virtual and dynamic project teams	
	Flexible approach, able to adjust and change course where necessary or in response to changing circumstances	Experience of delivering communications in a policy-led organisation or environment

	Essential	Desirable
	Experience of setting and managing budgets effectively	Experience in marketing or marketing communications for a business to business or business to consumer brand
	Ability to communicate and build relationships with colleagues at all levels, including senior stakeholders	Demonstrable experience of leading a small team
Knowledge	Understanding of how to manage communication risk in a complex environment	CIM or CIPR qualified
	Understanding and experience of developing measurement and evaluation frameworks across communications channels and campaigns	Understanding the role of a regulator within a monopoly public service and the opportunities and challenges this presents

Terms and conditions of employment

Contract

This is a permanent appointment.

Salary

The salary range for this role is Band 4 - £50,616 - £77,422. Salary is paid monthly by credit transfer.

Internal candidates and Civil Service transfers who are permanent Band 4 Principals or equivalent are expected maintain their existing salary arrangements as this would be a level transfer. If applying for this role as a promotion, candidates can expect a minimum increase to the start of the Principal pay band. Starting salaries are set with pay relativities in mind and are at the discretion of the SRM for the Corporate Communications resource pool.

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.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 2019, member contributions are based on actual salaries.

From 1 April 2019, employee contributions are:

Actual pensionable salary (annual)	All members
Up to and including £21,636	4.60%
£21,637 to £51,515	5.45%
£51,516 to £150,000	7.35%
£150,001 and above	8.05%

From 1 April 2019, employer contributions are:

Revised Salary Band (£)	ASLC rate from 1 April 2019
23,000 and under	26.6%
23,001 to 45,500	27.1%
45,501 to 77,000	27.9%
77,001 and over	30.3%

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 are:

Age at the last 6 April	Percentage of your pensionable earnings
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 'Edenred' 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;
- 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.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.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	03/01/2020 at 5pm
Sifting	w/c 06/01/2020
Interview date	14/01/2020 & 21/01/2020

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

Data protection

We will use your application only to inform the selection process. If you are successful it will form the basis of your personal employee record with us and we will store it electronically within our SharePoint Electronic Document Management System (EDRMS) and our HR system iTrent. Unsuccessful applications are not retained and will be destroyed using Ofwat's secure disposal methods. If you have indicated that you would like Ofwat to retain your information for future similar employment opportunities we will retain this information. If at any point you decide you do not wish Ofwat to retain your information for these purposes please contact us and we will ensure your information is removed from our systems, unless we are legally obliged to hold it for a further period.

We will hold any data about you in completely secure conditions and with restricted access. Information in statistical form on present and former employees in some

instances is provided to appropriate outside bodies. Wherever possible Ofwat ensures that statistical information is anonymised.

We will include data that you provide on the diversity monitoring form in a general database for statistical monitoring purposes only. This enables us to monitor the effectiveness of our policy on equal opportunities in employment.

Ofwat processes all the personal data you have provided during your application as set out in Ofwat's privacy policy which is available here:

<https://www.ofwat.gov.uk/publication/privacy-policy/>. If you have any concerns regarding the processing of some or all of your data please inform the People Hub in writing to people@ofwat.gsi.gov.uk and/or the Data Protection Officer by emailing FOI@ofwat.gsi.gov.uk.

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 you 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.gov.uk.