Government Communication Service
Current Vacancies February 2017

Candidate Information Pack
Closing Date: Wednesday 15th March 2017
Thank you for your interest in this role in the Cabinet Office

Our aim is to deliver world-class communications that support Ministers’ priorities, improve people’s lives and enable the effective operation of our public services.

We know better than most how important communications is because we have been doing it for 100 years.

This Girl Can, Made in the Royal Navy, Change4Life, Frank, Think! Charlie Says, Keep Britain Tidy. There are few places you could work with such a vast history of successful campaigning and even fewer where you can use your marketing and PR skills to help improve and save lives.

The Government Communications Service is looking to fill several posts across different levels within its central team. You will be at the very heart of government, working across a range of campaigns tackling some of the biggest communications challenges we face. It’s not for the faint hearted. There is serious work to do and we are looking for seriously talented people with drive and enthusiasm.

I look forward to your application and the prospect of welcoming you to the Government Communications Service.

Alex Aiken
Executive Director at Government Communications
About the Government Communication Service (GCS)

The GCS is the professional body for all government communicators. We deliver world-class communications that support Ministers’ priorities, improve people’s lives and help make sure the United Kingdom is a great place to live, study and do business. We serve both politicians and the public.

The GCS central team is at the very heart of government and spans the Prime Minister’s Office and Cabinet Office. We lead on the Prime Minister’s priority campaigns, both domestic and international, including the research and insight that supports them. We make sure everyone working in government communications is on the path to becoming world class.

We are always looking for new trends in the market, academics and thought leaders we can learn from and a range of other opportunities to define what world class looks like and how to reach it. Where possible we learn from and share best practice with colleagues around the world. We are responsible for approving the whole of government’s marketing spend and support departments to deliver the best possible outcomes. We work closely with Marketing, PR, Digital and other agencies to help us deliver and improve our work.

These are high profile roles and we work together as one team to deliver communications that improves, changes and saves lives, at home and abroad.

About the roles

All the roles are based in Cabinet Office and you will be working closely with colleagues in 10 Downing Street. To help you work out which role is right for you, below is a brief overview of the different responsibilities involved for each of them.

**Band A (Campaign Lead/Head of Campaigns)**
This is a senior role for experienced communicators. In this role individuals will lead on cross government campaigns or projects, providing direction and strategic advice to senior stakeholders. This grade often involves leading a team and managing/mentoring other staff. Band As will be expected to brief Ministers, work with senior industry figures and be responsible for solving problems and maintaining a strategic overview. At this grade you should have an understanding of the whole communications mix and how to apply it.

**SIO (Senior Information Officer)**
This is a mid level role, usually reporting to a Band A. Individuals in this position are responsible for leading on delivery and coordinating activity needed as part of a campaign, taking direction from Band As and deputising for them where required. This grade is likely to involve occasional meetings and briefings with senior stakeholders and Ministers and management of external agencies. SIOs often manage or mentor staff at more junior grades.

**IO (Information Officer)**
This is a position for communicators with around two years plus experience. Their role is to work closely with the SIO on delivering activity and taking responsibility for discreet elements of a project. This is the equivalent of an Account Manager at an agency.

**AIO (Assistant Information Officer)**
This is an entry-level grade for individuals with little or no communications experience but who show the right aptitude for a career within the communications industry. Individuals in this role will support the wider team by working on the necessary tasks to support projects and campaigns and by doing so, will gain the experience they need to move to the next level.
Head of Campaigns

The GCS Central Team has a vacancy for an outstanding communicator to fill the role of Head of Campaigns. You will be working closely with a wide range of government departments and arms length bodies to deliver our most important campaigns. Your work will span a number of different policy areas and include the whole communications mix from large scale advertising to community engagement. You will be expected to represent the profession and the civil service in sharing best practice across the country and internationally.

The successful candidate will be able to demonstrate:

- Strong leadership skills, including building and leading teams and creating virtual teams beyond your immediate organisation.
- An understanding of the whole communications mix, both paid for and no cost.
- A track record in the delivery of effective communications and/or engagement on a large scale.
- An ability to work to develop strategic ideas allied to a strong focus on delivery and results.
- The ability to influence and engage at all levels including the most senior stakeholders.

Candidates should be willing to undertake Developed Vetting security clearance, if required.

This is a rare opportunity to work on communications that span the whole of government.
Person Specification

(This is the criteria we will measure candidates against)

In your application you will need to provide evidence to demonstrate how you meet the skills and competencies required for this role. As well as the skills listed under the vacancy description your application should include examples of how you meet the following competencies:

Insight
Insight provides an accurate and deep understanding of the issue(s) we are communicating and who we are communicating them to. We use insight to identify target audiences and partners, to inform communication objectives, messages and solutions that change behaviour. Insight could include formal research, past experience or a cultural understanding – anything that tells us more about our audience or the challenge we face.

Ideas
Ideas are our strategy - how are we are going to change behaviour and achieve our objectives. Communication strategies should be based on audience insight, identify appropriate channels and include content relevant to the target audience.

Implementation
Implementation is what our activity looks like when it is live and how we best use our resources, both people and budgets. Timely and effective delivery of our communications is essential. Learning as we go and making sure we deliver our strategies is what makes communications come to life.

Impact
This is the evaluation of our work. Knowing if the approach works is vital to its success. Identifying lessons learnt and sharing feedback means we are continuously improving and learning from one another. Competence in the area could include an understanding of formal evaluation methods, how to set objectives and how to measure and understand what your communications has achieved.
Head of Insight and Evaluation

The GCS Central Team has a vacancy for an outstanding Head of Evaluation and Insight. This person will lead the development of insight and evaluation best practice across the profession. Your work will be used across a large number of organisations to make sure our messages reach the right people in the right way. Your work will underpin everything we do. This role will also be responsible for setting the standard of evaluation across government and upskilling hundreds of people to be able to deliver better results. The successful candidate will be able to demonstrate:

- Strong leadership skills, including presenting and team leadership.
- Strong qualitative and quantitative analysis skills and an understanding of how research and evaluation can inform communications strategies and improve their effectiveness.
- Experience of commissioning or delivering marketing research.
- Experience of evaluating the performance of complex multi-channel campaigns, including identifying performance metrics and setting targets.
- A strong track record of delivery in current and previous roles.
- Experience of and confidence in working at senior level.
- An ability to work to develop strategic ideas allied to a strong focus on delivery and results.
- The ability to work as part of a nimble team balancing multiple projects simultaneously.

This is a rare opportunity to work on communications that span the whole of government and set the tone for evaluation across the whole of the public sector communications community.
Person Specification

(This is the criteria we will measure candidates against)

In your application you will need to provide evidence to demonstrate how you meet the skills and competencies required for this role. As well as the skills listed under the vacancy description your application should include examples of how you meet the following competencies:

**Insight**
Insight provides an accurate and deep understanding of the issue(s) we are communicating and who we are communicating them to. We use insight to identify target audiences and partners, to inform communication objectives, messages and solutions that change behaviour. Insight could include formal research, past experience or a cultural understanding – anything that tells us more about our audience or the challenge we face. Insight is the key competence for this role.

**Ideas**
Ideas are our strategy - how are we are going to change behaviour and achieve our objectives. Communication strategies should be based on audience insight, identify appropriate channels and include content relevant to the target audience.

**Implementation**
Implementation is what our activity looks like when it is live and how we best use our resources, both people and budgets. Timely and effective delivery of our communications is essential. Learning as we go and making sure we deliver our strategies is what makes communications come to life.

**Impact**
This is the evaluation of our work. Knowing if the approach works is vital to its success. Identifying lessons learnt and sharing feedback means we are continuously improving and learning from one another. Competence in the area could include an understanding of formal evaluation methods, how to set objectives and how to measure and understand what your communications has achieved. Impact is the second most important competence of this role.
Head of National Security Communications

The National Security Communications Team drives cross-government communications on key existing and emerging foreign, defence and security priorities. Working closely with policy and communications colleagues in 10 Downing Street, the National Security Secretariat (NSS), Foreign and Commonwealth Office, Ministry of Defence, Department for International Development and the Home Office, the post holder will be responsible for planning, directing and evaluating strategic communications plans and providing central leadership to cross-government communications teams.

This role will involve close working with senior stakeholders across government and the co-ordination of a range of complex and high profile security challenges.

The successful candidate will be able to demonstrate:

- Strong leadership skills, including building and leading teams and creating virtual teams beyond your immediate organisation.
- An understanding of the whole communications mix, both paid for and no cost.
- A track record in the delivery of effective communications and/or engagement on a large scale.
- An ability to work to develop strategic ideas allied to a strong focus on delivery and results.
- The ability to influence and engage at all levels including the most senior stakeholders.
- Ability to coordinate and interpret complex information and identify emerging priorities.
- An understanding of the bigger policy picture and emerging socio-political trends.
Person Specification

(This is the criteria we will measure candidates against)

In your application you will need to provide evidence using specific examples, to demonstrate how you meet the following skills required for this role:

- The 3 competencies include: leading andCommunicating, seeing the bigger picture and collaborating and partnering
- Strong leadership skills, including building and leading teams and creating virtual teams beyond your immediate organisation
- An understanding of the whole communications mix, both paid for and no cost
- A track record in the delivery of effective communications and/or engagement on a large scale
- An ability to work to develop strategic ideas allied to a strong focus on delivery and results
- The ability to influence and engage at all levels including the most senior stakeholders

Other requirements and specialist skills

- Developed vetting security level clearance or willingness to undergo.
- Candidates must be a UK National for this post.
- Good political awareness.
- Experience of working across communications – planning, press handling, digital and campaign management.
- Knowledge of foreign affairs and defence.
**Job Title**
Talent and Professional Development Lead

**Vacancy reference**
XXXX

**Salary**
The post is at Band A.
The salary is £48,000.

**Number of Posts**
1

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**Talent and Professional Development Lead**

The Government Communication Service (GCS) Professions Team have a vacancy for an outstanding Talent and Professional Development lead to support the delivery of talent and capability across the communications profession. The team is based in Cabinet Office and works with professional communicators across government to build a more skilled and unified communications function to ensure they are on the path to becoming world class and build a strong talent pipeline of future communications leaders. The team also supports the development the profession’s capability and skills and to maintain professional standards and resources for communication.

The successful candidates will be able to demonstrate:

- An understanding of the role of the GCS
- An ability to work with and influence senior leaders
- A strong track record of delivery in current and previous roles
- An ability to work to work strategically and to deliver tactical solutions effectively, at pace, and often under pressure.

You will be based in the GCS Professional Development team but will work across government; with departments, executive agencies and Arms Length Bodies (agencies of government that are not central departments), to build capability and ensure exceptional government communications.
Job Title
Talent and Professional Development Lead

Vacancy reference
XXXX

Salary
The post is at Band A.
The salary is £48,000.
Pay awards are made in line with current Civil Service pay arrangements.

Existing civil servants applying on promotion will usually be appointed to the salary minimum or within 10% of existing salary. Individuals appointed on level transfer will retain their existing salary.

Person Specification
(This is the criteria we will measure candidates against)

As well as the skills listed under the vacancy description, your application should include examples of how you meet the following civil service competencies:

Seeing the Big Picture
Be alert to emerging issues and trends which might impact or benefit own and team’s work. Develop an understanding of own area’s strategy and how this contributes to priorities for the GCS. Seek out and share experience to develop understanding and knowledge of own work and of team’s business area.

Leading and Communicating
Take opportunities to regularly communicate and interact with staff, helping to clarify goals and activities and the links between these and GCS strategy. Communicate in a succinct, engaging manner and stand ground when needed. Promote the work of the GCS and play an active part in supporting the Civil Service values and culture.

Collaborating and Partnering
Establish relationships with a range of stakeholders to support delivery of business outcomes. Readily share resources to support higher priority work, showing pragmatism and support for the shared goals of the organisation. Encourage collaborative team working within own team and across the Department and the wider GCS.

Building Capability for all
Identify and address team or individual capability requirements and gaps to deliver current and future work. Identify and develop all talented team members to support succession planning, devoting time to coach, mentor and develop others. Continually seek and act on feedback to evaluate and improve their own and team’s performance.

Managing a Quality Service
Make effective use of project management skills and techniques to deliver outcomes, including identifying risks and mitigating actions. Establish mechanisms to seek out and respond to feedback from key stakeholders.

Delivering at Pace
Take responsibility for delivering outcomes on time and to standard, giving credit to teams and individuals as appropriate. Plan ahead but reassess workloads and priorities if situations change or people are facing conflicting demands. Monitor own and team’s work against milestones or targets and act promptly to keep work on track.
Senior Campaigns Manager

The GCS Central team has vacancies for 12 outstanding Senior Communication Managers (SIO grade), leading the development of the GCS and working directly with Departments across Whitehall to deliver high quality priority communications campaigns (both paid-for and no cost). The roles are split across our professional development and campaigns teams.

The successful candidates will be able to demonstrate:

- The ability to work as part of a nimble team balancing multiple projects simultaneously.
- A solid understanding of the full communications mix and how to apply it.
- An understanding of ways to improve communications (in particular for government).
- An ability to work directly with and influence senior colleagues and stakeholders.
- An ability to work strategically and to deliver tactical solutions effectively, at pace, and often under pressure.
- High levels of personal autonomy and leadership.

This is a rare opportunity to work on communications that span the whole of government.
Job Title
Senior Campaigns Manager

Vacancy reference
1531117

Salary
The post is at SIO Level.
The salary is £37,473.
Pay awards are made in line with current Civil Service pay arrangements.

Existing civil servants applying on promotion will usually be appointed to the salary minimum or within 10% of existing salary. Individuals appointed on level transfer will retain their existing salary.

Person Specification
(This is the criteria we will measure candidates against)

In your application you will need to provide evidence to demonstrate how you meet the skills and competencies required for this role. As well as the skills listed under the vacancy description your application should include examples of how you meet the following competencies:

Insight
Insight provides an accurate and deep understanding of the issue(s) we are communicating and who we are communicating them to. We use insight to identify target audiences and partners, to inform communication objectives, messages and solutions that change behaviour. Insight could include formal research, past experience or a cultural understanding – anything that tells us more about our audience or the challenge we face.

Ideas
Ideas are our strategy - how are we going to change behaviour and achieve our objectives. Communication strategies should be based on audience insight, identify appropriate channels and include content relevant to the target audience.

Implementation
Implementation is what our activity looks like when it is live and how we best use our resources, both people and budgets. Timely and effective delivery of our communications is essential. Learning as we go and and making sure we deliver our strategies is what makes communications come to life.

Impact
This is the evaluation of our work. Knowing if the approach works is vital to its success. Identifying lessons learnt and sharing feedback means we are continuously improving and learning from one another. Competence in the area could include an understanding of formal evaluation methods, how to set objectives and how to measure and understand what your communications has achieved.
Senior Insight and Evaluation Manager

The GCS Central team is looking for an outstanding Senior Insight and Evaluation Manager. The successful candidate will be responsible for managing qualitative and quantitative research projects and for producing actionable audience and issue insight reports based on commissioned and desk research. This person will also work on assessing the performance of existing priority campaigns across government and the quality of planning for future campaigns, working with departments and other organisations to improve this where necessary.

The successful candidate will be able to demonstrate:

• Strong qualitative and quantitative analysis skills and the ability to write compelling summaries and draw insightful recommendations from multiple data sources.
• An understanding of how effective research and insight can be used to inform strategy for new campaigns and improve effectiveness and efficiency of existing activity.
• Experience of using digital performance data as part of the evaluation process.
• The ability to work as part of a nimble team balancing multiple projects simultaneously
• A solid understanding of the full communications mix and how to apply it.
• An understanding of ways to improve communications (in particular for government).
• An ability to work directly with and influence senior colleagues and stakeholders.
• An ability to work strategically and to deliver tactical solutions effectively, at pace, and often under pressure.
• High levels of personal gravitas and leadership.

This is a rare opportunity to work on communications that span the whole of government.
Job Title
Senior Insight and Evaluation Manager

Vacancy reference
1531145

Salary
The post is at SIO Level.
The salary is £37,473.
Pay awards are made in line with current Civil Service pay arrangements.
Existing civil servants applying on promotion will usually be appointed to the salary minimum or within 10% of existing salary. Individuals appointed on level transfer will retain their existing salary.

Person Specification
(This is the criteria we will measure candidates against)
In your application you will need to provide evidence to demonstrate how you meet the skills and competencies required for this role. As well as the skills listed under the vacancy description your application should include examples of how you meet the following competencies:

Insight
Insight provides an accurate and deep understanding of the issue(s) we are communicating and who we are communicating them to. We use insight to identify target audiences and partners, to inform communication objectives, messages and solutions that change behaviour. Insight could include formal research, past experience or a cultural understanding – anything that tells us more about our audience or the challenge we face.

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Ideas are our strategy - how are we are going to change behaviour and achieve our objectives. Communication strategies should be based on audience insight, identify appropriate channels and include content relevant to the target audience.

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This is the evaluation of our work. Knowing if the approach works is vital to its success. Identifying lessons learnt and sharing feedback means we are continuously improving and learning from one another. Competence in the area could include an understanding of formal evaluation methods, how to set objectives and how to measure and understand what your communications has achieved.
Job Title
Senior Insight and Evaluation Manager

Vacancy reference
XXXX

Salary
The post is at SIO Level.
The salary is £37,473.

Number of Posts
1

Talent and Professional Development Manager

The Government Communication Service (GCS) Professions Team have a vacancy for an outstanding SIO to support talent and capability across the communications profession. The team works with professional communicators across government to build a more skilled and unified communications function and build a strong talent pipeline of future communications leaders.

The successful candidates will be able to demonstrate:

• An understanding of the role of the GCS
• An ability to work with and influence senior leaders
• A strong track record of delivery in current and previous roles
• An ability to work to work strategically and to deliver tactical solutions effectively, at pace, and often under pressure.
• Passion about developing the talent and capability agenda for communications profession
• The ability to operate strategically and when delivering tactical solutions effectively, at pace, and often under pressure
• Skills in building and developing strong and trusted relationships, with a proven track record of using these to provide support and challenge
• Confidence in applying project and programme disciplines effectively and proportionately, in order to manage a professional development portfolio
• Confidence in presenting complex material (including data, evidence and insight) at executive team level
• Experience in managing team members or providing support for individual career coaching/mentoring
Job Title
Senior Insight and Evaluation Manager

Vacancy reference
XXXX

Salary
The post is at TIS3 Level.
The salary is £34,084.
Pay awards are made in line with current Civil Service pay arrangements.
Existing civil servants applying on promotion will usually be appointed to the salary minimum or within 10% of existing salary. Individuals appointed on level transfer will retain their existing salary.

Person Specification
(This is the criteria we will measure candidates against)

As well as the skills listed under the vacancy description, your application should include examples of how you meet the following civil service competencies:

Seeing the Big Picture
Be alert to emerging issues and trends which might impact or benefit own and team’s work. Develop an understanding of own area’s strategy and how this contributes to priorities for the GCS. Seek out and share experience to develop understanding and knowledge of own work and of team’s business area.

Leading and Communicating
Take opportunities to regularly communicate and interact with staff, helping to clarify goals and activities and the links between these and GCS strategy. Communicate in a succinct, engaging manner and stand ground when needed. Promote the work of the GCS and play an active part in supporting the Civil Service values and culture.

Collaborating and Partnering
Establish relationships with a range of stakeholders to support delivery of business outcomes. Readily share resources to support higher priority work, showing pragmatism and support for the shared goals of the organisation. Encourage collaborative team working within own team and the wider GCS.

Building Capability for all
Identify and address team or individual capability requirements and gaps to deliver current and future work. Identify and develop all talented team members to support succession planning, devoting time to coach, mentor and develop others. Continually seek and act on feedback to evaluate and improve own and team’s performance.

Managing a Quality Service
Make effective use of project management skills and techniques to deliver outcomes, including identifying risks and mitigating actions. Establish mechanisms to seek out and respond to feedback from key stakeholders.

Delivering at Pace
Take responsibility for delivering outcomes on time and to standard, giving credit to teams and individuals as appropriate. Plan ahead but reassess workloads and priorities if situations change or people are facing conflicting demands. Monitor own and team’s work against milestones or targets and act promptly to keep work on track.
Campaigns Manager

The GCS Central team is looking for two outstanding Campaigns Managers (IO grade) supporting the development of the GCS and working directly with Departments, Agencies and ALBs across government to deliver high quality priority communications campaigns (both paid-for and no cost).

The successful candidate will be able to demonstrate:

• The ability to work as part of a nimble team balancing multiple projects simultaneously
• An understanding of the role of the GCS and likely success factors; allied to an interest in improving government communications
• An ability to work directly with and influence senior communicators, policy officials and ministers;
• An ability to work strategically and to deliver tactical solutions effectively, at pace, and often under pressure
• A proactive can-do attitude
• Resilience and strong leadership skills

This is a rare opportunity to work on communications that span the whole of government.
Person Specification

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In your application you will need to provide evidence to demonstrate how you meet the skills and competencies required for this role. As well as the skills listed under the vacancy description your application should include examples of how you meet the following competencies:

**Insight**
Insight provides an accurate and deep understanding of the issue(s) we are communicating and who we are communicating them to. We use insight to identify target audiences and partners, to inform communication objectives, messages and solutions that change behaviour. Insight could include formal research, past experience or a cultural understanding – anything that tells us more about our audience or the challenge we face.

**Ideas**
Ideas are our strategy - how are we going to change behaviour and achieve our objectives. Communication strategies should be based on audience insight, identify appropriate channels and include content relevant to the target audience.

**Implementation**
Implementation is what our activity looks like when it is live and how we best use our resources, both people and budgets. Timely and effective delivery of our communications is essential. Learning as we go and making sure we deliver our strategies is what makes communications come to life.

**Impact**
This is the evaluation of our work. Knowing if the approach works is vital to its success. Identifying lessons learnt and sharing feedback means we are continuously improving and learning from one another. Competence in the area could include an understanding of formal evaluation methods, how to set objectives and how to measure and understand what your communications has achieved.
Insight and Evaluation Manager

The GCS Central team has a vacancy for an outstanding Insight and Evaluation Manager (AIO grade) supporting us to better understand our target audiences. Your role will use insight to inform the development of effective communication campaigns and evaluate the impact and effectiveness of everything we do. This role also includes important responsibilities helping to track campaign performance and monitor departmental spend on communications.

The successful candidate will be able to demonstrate:

• Strong quantitative and qualitative analysis skills and the ability to draw insightful, actionable conclusions and prepare high-quality summaries and briefings.

• An understanding of how effective research and insight can be used to inform campaign strategy and improve communications effectiveness and efficiency.

• An ability to work effectively as part of a nimble, flexible team, balancing multiple projects simultaneously, at pace, and often under pressure.

• An ability to work directly with and influence senior communicators, policy official and ministers.

• An understanding of the whole communications mix.

This is a rare opportunity to work on communications that span the whole of government.
Vacancy

Person Specification

(Job Title)
Insight and Evaluation Manager

(Vacancy reference)
1531118

(Salary)
The post is at AIO Level.
The salary is £24,258.
Pay awards are made in line with current Civil Service pay arrangements.

Existing civil servants applying on promotion will usually be appointed to the salary minimum or within 10% of existing salary. Individuals appointed on level transfer will retain their existing salary.

In your application you will need to provide evidence to demonstrate how you meet the skills and competencies required for this role. As well as the skills listed under the vacancy description your application should include examples of how you meet the following competencies:

Insight
Insight provides an accurate and deep understanding of the issue(s) we are communicating and who we are communicating them to. We use insight to identify target audiences and partners, to inform communication objectives, messages and solutions that change behaviour. Insight could include formal research, past experience or a cultural understanding – anything that tells us more about our audience or the challenge we face.

Ideas
Ideas are our strategy - how are we are going to change behaviour and achieve our objectives. Communication strategies should be based on audience insight, identify appropriate channels and include content relevant to the target audience.

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Impact
This is the evaluation of our work. Knowing if the approach works is vital to its success. Identifying lessons learnt and sharing feedback means we are continuously improving and learning from one another. Competence in the area could include an understanding of formal evaluation methods, how to set objectives and how to measure and understand what your communications has achieved.
As Head of Campaigns for No10 and Cabinet Office, my work is as varied as it is challenging. I would describe it as a mix of internal and external stakeholder engagement coupled with strategic communications. On paper, I am responsible for designing, implementing and evaluating priority campaigns for the government. However, the reality is that I need to use all my contacts and relationship building skills to bring virtual teams together to deliver on priority campaigns for the Prime Minister.

Since joining the team, I have worked on four priority campaigns for two Prime Ministers, won international effectiveness awards, advised over 10 foreign governments on their communications approach and delivered training to over 150 people in one session.

This role has given me extensive experience of working with advertising agencies to deliver world class effective campaigns aimed at improving the lives of our citizens.

Before joining the GCS, I worked for a charity, however it was starting work in government communications that demonstrated to me how great communications can change people’s lives.

This role has given me extensive experience of working with advertising agencies to deliver world class effective campaigns aimed at improving the lives of our citizens.

Tricia Croasdell
Prime Minister’s Office and Cabinet Office Communications
I’ve been working in the GCS central campaigns team since 2015 and it’s been a fantastic experience. I’ve been fortunate enough to be here through some historic events and worked on some exciting and high profile campaigns and projects. You get to take a leading role in much of what you do and work with people from right across government, sometimes with very senior people. This kind of experience has helped me develop skills, which have resulted in a promotion, so my post is one of those being advertised in this pack.

One thing that’s really impressive is the focus on learning and development. It can be a tough and high-pressured environment but there is support to help you develop the skills you need. At the heart of government the pace can be extremely fast, so it helps to be resilient and flexible because life can be a little unpredictable but for me that’s what makes it interesting.

What is great about working in the central campaigns team is the range of different projects you get to work on. You get to meet people from across departments and you aren’t limited to one area, you can work on anything from economic to environmental issues to social reform. Sometimes you will be providing essential support to departments that need your expertise and other times you will be delivering a campaign because it’s a priority for the Prime Minister.

You will also have the chance to present and run training sessions to other departments and agencies, sharing best practice and campaign experiences.

It’s not an easy role, you will be challenged but the opportunities are unique and it’s a great place to really develop your career.

“It can be a tough and high-pressured environment but there is support to help you develop the skills you need.”

Sofia Lyen
Prime Minister’s Office and Cabinet Office communications
I joined Government in January 2015, starting out as an Assistant Information Officer at the Department for Business, Innovation and Skill (BIS). My role focused on amplifying and enhancing BIS marketing campaigns such as Business is GREAT, Apprenticeships ‘Get In Go Far’ and the National Living Wage through PR, partnership and digital channels.

Whilst at the department I was lucky enough to be offered a six-month secondment to the Prime Minister’s Office and Cabinet Office and, having completed this, was given the chance to stay on.

Being in this role has offered me excellent career development. I work with Directors of Communications, Heads of Marketing and senior external stakeholders on a daily basis to plan and implement campaign activity, something I would not experience in a similar grade at another department.

This has developed my campaigning and communication skills. At BIS I was encouraged to work across different teams - campaigns, press office and digital. This provided insight into different areas of communications and am applying these to my current role.

The learning and development opportunities are not to be missed. As GCS members, we are all encouraged to identify our skills gaps and attend courses to address these. I have been on a number of courses. Some of the highlights include being taught how to code and learning how to maximise creativity in campaigns.

Having worked in private sector communications prior to joining the Government (in a PR agency and law firm) I can honestly say the Government offers unique opportunities you won’t get elsewhere and I would encourage anyone to join.

In my role, highlights have included developing strategies for multi-million pound campaigns, briefing ministers prior to TV appearances and I’ve even hung out with Larry the cat (Downing Street’s resident mouse catcher). I’ve also had the chance to work with industry leaders such as Facebook, LinkedIn and Google.
It’s been a busy start to my career as a government communicator, but I’ve really enjoyed it and I’m looking forward to what comes next!

Alicia Matheson
Prime Minister’s Office and Cabinet Office Professional Development Team

I’ve recently started as an Assistant Information Officer in the Government Communication Service’s (GCS) Professional Development Team, and already I’ve been involved in a range of exciting communications activities.

I applied to be a government communicator because it offered the chance to communicate important messages to the public and really help drive a change in people’s lives. Since starting in the team, I’ve helped organise a masterclass on campaigns where award winning campaigns teams shared their experience and lessons learned with other government communicators. It was an amazing opportunity to hear all the work that goes on behind the scenes to create campaigns that save people’s lives.

I’ve also been part of an important review programme looking at how communications work across government. It has given me the chance to visit different departments and learn more about the work they do, which has been really interesting.

Being part of GCS, I’ve worked on lots of different projects in a short space of time and learnt a great deal. GCS also really supports your career development, through activities like mentoring and the broad range of courses they offer on all aspects of communications from strategic to creative content. Personally, I’ve found my meetings with my mentor incredibly useful in terms of receiving advice and support as someone new to working in government.

It’s been a busy start to my career as a government communicator, but I’ve really enjoyed it and I’m looking forward to what comes next!
Recruitment Process

How to Apply

Please apply for this post via the Civil Service website. Once you have added some basic personal details, you will need to submit the following documents:

1. A CV setting out your career history including responsibilities and achievements.

2. A statement of suitability (no longer than two pages) setting out the following:
   - Why you want to work in government communications and what you will bring to the role.
   - How you meet the skills and competencies required for the role (which are provided under the vacancy description and person specification).

To apply for this role you must submit all the relevant documents before midnight Monday 20th March.

If you are successful at this stage you will be invited to an assessment day where you will be asked to deliver a short presentation, have a face to face interview and be able to meet some of the existing team.

More detailed information will be provided to successful candidates.
Recruitment Process

Selection for appointment to the Civil Service is on merit, on the basis of fair and open competition, as outlined in the Civil Service Commission’s Recruitment Principles.
Recruitment Process

Expenses incurred by candidates during the recruitment process will not be reimbursed by the Department except in exceptional circumstances and only when agreed in advance.

The assessment centre is likely to include a presentation exercise and an interview.

If we receive applications from more suitable candidates than we have vacancies for at this time, we may hold suitable applicants on a reserve list for 12 months, and future vacancies in the Civil Service requiring the same skills and experience could be offered to candidates on the reserve list without a new competition.

The deadline for applications is midnight on Monday 20th March 2017.

If you have any questions about the role or would like to discuss the post further, please contact gcscampaigns@cabinetoffice.gov.uk.

Arrangements for Interview

Assessments

Approved List

Closing Date

Further Information
Indicative Timeline

Please note that these dates are only indicative at this stage and could be subject to change. If you are unable to meet these timeframes, please let us know in your application letter.

The assessment centre will take place in London.

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

A day between Wednesday 29th March – Friday 7th April

Assessments

Monday 20th March 2017
Advert Closing Date

Friday 24th March 2017
Short List Meeting

February 2017

May 2017
Terms, Conditions and Benefits

Location

London

Appointment Term

Permanent

Working Arrangements

This role is available full-time

Whilst some of the vacancies within the GCS may be available on a job-share basis, this will ultimately depend on business need. Candidates that apply wishing to join the GCS on a job-share basis should be aware that in some cases it may take longer to be matched to a suitable role.

Pension

Your pension is a valuable part of your total reward package where:

• The employer makes a significant contribution to the cost of your pension.

• Your contributions come out of your salary before any tax is taken. This means, if you pay tax, your take-home pay will not be reduced by the full amount of your contribution.

• Your pension will continue to provide valuable benefits for you and your family if you are too ill to continue to work or die before you retire.

For more information, visit www.civilservicepensionscheme.org.uk.
Terms, Conditions and Benefits

The GCS is committed to being an equal opportunities employer. We value and welcome diversity. We aim to develop all our staff to enable them to make a full contribution to meeting the GCS’s objectives, and to fulfil their own potential on merit. We will not tolerate harassment or other unfair discrimination on grounds of sex, marital status, race, colour, nationality, ethnic origin, disability, age, religion or sexual orientation. We will promote and support the use of a range of flexible working patterns to enable staff to balance home and work responsibilities; and we will treat people fairly irrespective of their working arrangements.

Under the terms of the Equality Act 2010, we are legally required to consider making reasonable adjustments to ensure that disabled people are not disadvantaged in the recruitment and selection process. We are therefore committed to meeting, wherever possible, any needs you specify in your application. We will also consider any reasonable adjustments under the terms of the Act to enable any applicant with a disability (as defined under the Act) to meet the requirements of the post.

The GCS uses the ‘two ticks’ Disability Symbol, showing it is an employer which has a positive attitude towards applications from disabled people. The GCS also offers a Guaranteed Interview Scheme (GiS) for all disabled applicants.
Terms, Conditions and Benefits

We are committed to interviewing all applicants with a disability who provide evidence of meeting the minimum requirements necessary for the post, as set out in this applicant pack.

To be eligible, your disability must be within the definition laid down in the Equality Act 2010. A disabled person is defined by the Equality Act 2010 as someone who has a physical or mental impairment, which has a substantial and long-term adverse effect on their ability to perform normal day-to-day activities. For the purposes of this policy, these words have the following meanings:

• ‘Substantial’ means more than minor or trivial.

• ‘Long-term’ means that the effect of the impairment has lasted, or is likely to last, 12 months (there are special rules covering recurring or fluctuating conditions).

• ‘Normal day-to-day activities’ include everyday things like eating, washing, walking and going shopping.
Contact details

If you have any questions about the role or would like to discuss the post further, please contact gcscampaigns@cabinetoffice.gov.uk

Please include the vacancy reference and job title in the subject line.