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Communication Lead – Civil Service Local Midlands

Role Title:	Communication Lead
Eligibility:	<p>Substantive EO and above. The position is on a loan basis It is available on a full-time or part-time basis with a minimum of 1-2 days a week. The post will be for a period of 12 months (subject to agreement by Civil Service Local and the applicant’s home department).</p> <p>FUNDING: HOME DEPARTMENTS WILL NEED TO MEET SALARY AND EXPENSES DURING THE LOAN.</p>
Location	Birmingham or Nottingham
Time Commitment	Minimum 1-2 days a week
Context:	<p>CS Local is a cross departmental initiative and part of Cabinet Office, Civil Service Group. Civil Service Group is responsible for supporting the Civil Service to make it as effective and efficient as possible and overseeing the corporate governance of the Cabinet Office. It currently consists of five teams: Civil Service Strategy and Governance; Functions Efficiency and Controls; Analysis and Insight; Digital Records and Information Management; and Civil Service Local.</p> <p>Our purpose is to bring together departments and agencies within each locality to deliver actions and opportunities that will bring the new vision for the Civil Service to life and encourage more of us to be part of it.</p> <p>We do this through:</p> <p>Connecting: Develop local connectivity between departments. Encourage greater effectiveness through sharing resources, expertise and developing strong local networks.</p> <p>Citizens: Improve social mobility and the life chances of vulnerable citizens in our local communities by harnessing the voluntary power of the Civil Service.</p> <p>Capability: Build the capability of the Civil Service by design and delivery of cross departmental initiatives in each region that promote priority skills and better leadership. And improving</p> <p>Impact: Champion the vision for the Civil Service by engaging Civil Servants in all regions, raising awareness, promoting inclusion and encouraging participation.</p> <p>Innovation: Encourage a culture of innovation through the design and piloting of creative solutions and new ways of working together.</p> <p>Investment: Demonstrate the efficiency of connection and innovation by adding twice the value of the investment in Civil Service Local.</p> <p>Civil Service Local in the Midlands has been operating for over 6 years in its current form, and has a programme of initiatives that seek to meet the national objectives, contribute to the Civil Service Vision and deliver projects that meet the needs of the region.</p>
Role Purpose	This role sits within the CS Local Midlands Programme Team and the job-holder will be responsible for leading the communications portfolio.

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	<p>You will be responsible for reviewing and updating the Communications Strategy, ensuring a joined up communications process for engaging with Civil Servants across all departments in the Midlands. You will promote and market CS Local Midlands, maintaining standards of branding and protecting reputation, while demonstrating the impact and value of its activities.</p> <ul style="list-style-type: none"> ● Write and publish regular articles on the CS Local Blog pages ● Oversee the team Twitter account ● Monthly reporting to the Midlands Programme Team ● Develop promotional products such as leaflets and posters, as required ● Compile a monthly news bulletin to promote activities and generate participation. ● Oversee maintenance of the customer contact lists. ● Deliver presentations and marketing events ● Establish feedback channels and use insight to improve communications and products <p>Civil Service Local is a key route to delivering Civil Service Reform which will seek to deliver government aims of creating a modern and highly-skilled workforce that can deliver the efficiencies and changes required for future success.</p> <p>Building and maintaining good relationships across the civil service is critical and the programme offers people the chance to innovate, develop ideas and implement new ways of working that will help shape the modern civil service.</p> <p>It also offers the chance to enhance project management and networking skills across departments, to learn more about the delivery of public services and contribute to the successful delivery of products and approaches which will benefit civil servants.</p>
Responsibilities/Tasks:	<p>The successful candidate will:</p> <ul style="list-style-type: none"> ➤ Work closely with CS Local West Midlands Programme Team ensuring all aspects of the communications strategy are progressing in the right direction and at the right pace. ➤ Provide monthly updates to feed into the wider CS Local Midlands reporting requirements. ➤ Lead a cross government network of communication reps to ensure our messages are delivered across government in the best way ➤ Review and update the communications strategy for CS Local Midlands ➤ Work with stakeholders and customers in all government departments in the Midlands, as well as representing and promoting CS Local with internal and external customers.
Management of people:	<p>No direct line management is envisaged as project staff are part-time volunteers, but project teams will need to be managed in terms of performance, delivery and personal development.</p>
Key Interactions:	<p>The job holder will need to work with and engage:</p> <ul style="list-style-type: none"> ➤ CS Local Midlands Programme Team; ➤ CS Local Midlands Project Leads; ➤ Stakeholders and customers from all government departments. ➤ Customers from local organisations and communities who may interact with CS Local Midlands.

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Academic/Professional Qualifications	None required.
Specialist Knowledge and experience	None required.
Behaviours and Core Competencies required	<p>Delivering at Pace – working to agreed goals and activities and dealing with challenges in a responsive and constructive way</p> <ul style="list-style-type: none"> ● Work with energy and pace to get the job done ● Take responsibility for the quality of own work and keep manager informed of how the work is progressing ● Assess the effectiveness of internal communication and act on staff feedback to ensure communication is timely, relevant and meets the needs of the business and internal audiences ● Ensure the most appropriate and cost effective channels mix and maximise the potential of digital channels. <p>Collaborating and Partnering – working collaboratively, sharing information and building supportive, responsive relationships with colleagues and stakeholders. Whilst having the confidence to challenge assumptions.</p> <ul style="list-style-type: none"> ● Actively seek input from a diverse range of people ● Establish relationships with a range of stakeholders to support delivery of business outcomes. ● Manage and coordinate all activity in internal communication plans, including deploying resources and managing risks. Proactively contribute to the work of the whole team ● Seek help when needed in order to complete own work effectively ● Be open to taking on different roles <p>Leading and Communicating – leading from the front and communicating with clarity, conviction and enthusiasm.</p> <ul style="list-style-type: none"> ● Communicate in a succinct and engaging manner. ● Communicate using appropriate styles, methods and timing, including digital channels, to maximise understanding and impact. ● Put forward your own views in a clear and constructive manner, choosing an appropriate communication method e.g e-mail, telephone/face to face ● Write clearly in plain, simple language ● Act in a fair and respectful way in dealing with others
Learning requirements	None.
Application and Selection process	<p>Applications are invited on an Expression of Interest basis on the accompanying form.</p> <p>If you would like to discuss the role further please call Andrea James on 07825 281895 or contact Angela Fisher angela.fisher@cabinetoffice.gov.uk</p> <p>Applications should be sent to: cslocalmidlands@cabinetoffice.gov.uk</p> <p>by close of business on the 25 January 2019</p> <p>Interviews will be held in February 2019 in Victoria Square House, Birmingham. Date to be confirmed</p>

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**Communications Lead
Expression of Interest Application Form**

Full Name

Government Department

**Current Job Title and
Substantive Grade**

**Current Office Address
And Telephone Number**

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Why would you like to apply for the role of Communications Lead for Civil Service Local Midlands?

Please give a brief description of any skills and experience, for the competency Leading and Communicating. (200 word count maximum.)

Please give a brief description of any skills and experience, for the competency Delivering at Pace. (200 word count maximum.)

Please give a brief description of any skills, and experience for the competency Collaborating and Partnering. (200 word count maximum.)

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Are there any competencies you would like to develop whilst working with Civil Service Local?

Applicants Signature		Date	
Line Managers Signature		Date	