

Stakeholder Engagement Manager (SEO Grade)

Part-time Job share

**Information Pack**

**Closing date: 10am Monday 13 December 2021**

Contents

[Introduction 3](#_Toc88134080)

[Why work for Estyn? 4](#_Toc88134081)

[Equality and Diversity 4](#_Toc88134082)

[Smart Working 4](#_Toc88134083)

[Who we’re looking for 5](#_Toc88134084)

[Person Specification 7](#_Toc88134085)

[About us – Our work and our values 9](#_Toc88134086)

[Benefits of joining Estyn 10](#_Toc88134087)

[Apply now! 12](#_Toc88134088)

[Further Enquiries 12](#_Toc88134089)

[Selection schedule 13](#_Toc88134090)

**Download this pack in Welsh on our** [**website**](https://www.estyn.llyw.cymru/gweithio-ni/gweithio-i-ni?_ga=2.174547106.1400315559.1613463765-378890110.1613463765)**, or** **email** [**recriwtio@estyn.llyw.cymru**](mailto:recriwtio@estyn.llyw.cymru)**for a copy.**

# Introduction

A person sitting in a chair

Description automatically generated with medium confidenceThank you for your interest in working for Estyn.

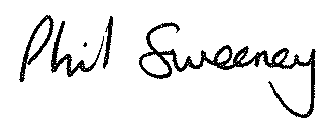
There’s never been a more exciting and important time to work in communications and events with us. We’re supporting schools and other providers in Welsh education reform including a new curriculum, and changing the way we inspect.

We’re looking for a creative, hardworking and experienced communications professional to job share with our Stakeholder Engagement Manager. You’ll focus on how we can listen, learn and involve educators, parents, governors, policy makers, learners and many other stakeholders. Help us to ensure all learners in Wales get the quality of education and training they deserve.

As a small organisation, the stakeholder engagement team covers most communication specialisms from generating ideas and insight right through to implementation and evaluation. The team is responsible for media relations, digital, the website, social media, design, content creation and events/inspector training. This well-established team is supportive, enthusiastic and fun! It’s an opportunity for an organised self-starter to share their existing expertise while developing other disciplines.

Join us and you’ll be guaranteed every day is different in this rewarding, fast-paced role.

This pack contains more details about working with us, information about the role, and details on how to apply. We’ve also put together a [Guidance Document](https://www.estyn.gov.wales/working-us/current-vacancies) with information about the selection process and tips to help you complete your application.

We look forward to receiving your application.

Phil Sweeney, Corporate Services Director

# Why work for Estyn?

Estyn is a great place to work and our people are our most valuable resource. Our People Survey results are consistently amongst the best in the Civil Service, and we’ve been awarded the Gold Standard from Investors in People (IIP).

We value, listen to, and encourage our team members to develop their skills and talents. As one of our team, you’ll have access to learning and development opportunities that will help you to develop valuable skills to help further your career. These include individual, team, professional and organisational learning, and continuous development. As a Civil Servant you will have access to a wide range of opportunities across the Civil Service.

When you join Estyn, you’ll be supported by a network of colleagues within your team and across the organisation. You’ll be given a comprehensive induction about your role and how it fits with the rest of the organisation.

# Equality and Diversity

We’re committed to supporting diversity and valuing individual differences. We recognise that everyone brings different skills and experience to our organisation, and that this diversity is what makes a strong organisation. We encourage applications from the widest possible diversity of backgrounds, cultures and experiences. We particularly welcome applications from people with an ethnic minority background, as well as people living with a disability.

# Smart Working

We’re changing the way we work to encourage Smart Working. This means using your time effectively and varying where and how you work to meet business needs in the most productive way. Our expectation is that teams will work from home for most of their time for the foreseeable future.

# Who we’re looking for

The Stakeholder Engagement Manager leads and manages the communications and events teams.

You’ll work closely with our senior team and Her Majesty’s Inspectors (HMI) to identify communication opportunities, provide strategic advice and develop campaigns to spread our messages to a wide audience - making Estyn’s work understandable, memorable and accessible. In this job share, you’ll be involved in some of the following areas:

* Review, develop and implement a Stakeholder Engagement strategy that supports effective communication in delivering our strategic objectives
* Develop and maintain relationships with the media, identify and initiate opportunities and provide advice and support to senior managers
* Manage the delivery of communication campaign plans, using team resources and identifying solutions
* Oversee the development, maintenance and evaluation of our website
* Manage our social and digital media, drawing on knowledge of emerging trends
* Manage in-house design and video services to generate effective and engaging content across a range of channels
* Support and oversee the planning and management of inspection training and events/conferences
* Develop and maintain relationships with other relevant organisations and stakeholders to share resources and best practice
* Develop and maintain our tone of voice
* Quality assure our internal and external communication, using evaluation to inform improvement

You may have worked in a large or small organisation, in a Welsh or bilingual environment, in the public or the private sector. Perhaps your strengths lie with one or two communication disciplines – this is an excellent opportunity to develop your skills in new areas.

You will:

* enjoy being creative
* be self-motivated and highly organised
* be flexible, resilient and adaptive to different demands, especially in urgent situations
* be able to prioritise and manage changing priorities for yourself and the team
* be a confident and effective decision-maker that can set direction
* have strong evaluative skills
* enjoy the challenge of a varied workload
* be able to write compelling copy for a range of communication channels
* be a confident communicator, able to work with a wide range of people
* have high standards and a drive for excellence

**Job Title:** SeniorExecutive Officer (SEO Grade)

**Salary:** £39,310 - £47,000 (full time equivalent) – pay award pending. Please note, starting salary will normally be offered at the minimum of the band, and will be pro rated based on your working hours.

**Duration:** Permanent

**Welsh Language:** We work in both Welsh and English and many of our stakeholders are bilingual. For this post Welsh language skills (verbal and written) are **desirable**.

**Location:** The role will be based in Anchor Court, Keen Road, Cardiff, CF24 5JW. We’re currently working remotely due to COVID-19 restrictions. As these restrictions ease, we’re exploring informal hybrid working arrangements subject to business needs and agreement with your manager. This role can only be worked in the UK and not overseas.

**Work hours:** Minimum 15 hours per week, maximum 18.5 hours per week (days to be agreed), excluding breaks.

This is a job share vacancy with one individual already in post. Please state in your application your preferred hours and pattern of work. We can’t guarantee we will be able to offer your exact requirements but we will consider your preferred pattern and our operational requirements.

**Nationality:** To be eligible for this role you must meet the nationality requirements set out in our [Guidance for Applicants](https://www.estyn.gov.wales/working-us/current-vacancies?_ga=2.10216181.1705140105.1612862263-1615018.1612862263)

# Person Specification

**Job specific criteria**

It’s essential that you have:

* relevant experience and knowledge working in a communications environment, in one or more of the following:
* communications strategy
* creating, managing, implementing and evaluating multi-channel communication campaigns
* managing effective media relations
* events management
* multi-media design and brand management
* website management and development
* strong written and verbal communication skills
* experience of managing and leading a team
* good interpersonal skills that enable you to develop and maintain productive working relationships
* ability to set direction through making effective decisions
* excellent prioritising and time management skills to manage multiple activities
* good IT skills (including Microsoft Office)

It is desirable that you:

* are able to work through the medium of Welsh (written and spoken)

**Key behaviours**

* Seeing the big picture
* Making effective decisions
* Communicating and influencing
* Managing a quality service
* Delivering at pace

**Communications** **competencies**

* Insight - Use to identify target audiences and partners and to inform communication objectives, messages and solutions
* Ideas - Developing the communication strategy and plan. Selecting channels and develop key messages and content for target audiences. Identifying evaluation criteria
* Implementation - Developing and implementing effective communication strategies and plans. Working with stakeholders and partners to deliver communication
* Impact - Assessing the impact and effectiveness of communication. Reviewing achievement of objectives. Identifying lessons learnt and share feedback

Further information and example of these behaviours are detailed in the [Success Profiles - Civil Service Behaviours](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/717275/CS_Behaviours_2018.pdf) at Level 3 HEO and SEO or equivalent and in the [Government Communication Professional Competency Framework](https://gcs.civilservice.gov.uk/wp-content/uploads/2016/06/gcs.civilservice...competency-Framework-Feb-16-1.pdf) at Level 3 SEO/ SIO.

# About us – Our work and our values

We are Her Majesty’s Inspectorate for Education and Training in Wales. We inspect quality and standards in education providers around the country. Because of COVID-19 we’ve adapted the focus and delivery of all our work, but our mission, vision, strategic objectives and values have stayed the same.

Graphical user interface, text

Description automatically generated

Each year we publish an [Annual Plan](https://www.estyn.gov.wales/publications-and-policies/corporate-publications) that sets out our key activities for the year. Further information about our work can be found on our website: [www.estyn.gov.wales/about-us](http://www.estyn.gov.wales/about-us).

As Civil Servants, we model the values, behaviours and standards set out in the [Civil Service Leadership Statement](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/405453/CS_leadership_statement_3__1_.pdf) and the [Civil Service Code](https://www.gov.uk/government/publications/civil-service-code/the-civil-service-code).

# Benefits of joining Estyn

|  |  |
| --- | --- |
| Icon  Description automatically generated | **Competitive salary** - The full time equivalent salary range is £39,310 - £47,000. Starting salary will normally be the first scale point above your current salary (within this range). You can find the full Senior Executive Officer (SEO) pay scale [here](https://www.estyn.gov.wales/working-us/current-vacancies#payscales). With incremental progression you will normally reach the maximum of the pay scale within three years of joining us |
|  | **Generous holiday entitlement** – 31 days of annual leave, plus 10 public/privilege holidays each year. Annual leave is pro-rated for those who work part-time. Further paid / unpaid leave options available for those to help combine work with other life commitments and responsibilities (e.g. career break, compassionate leave, fostering to adopt etc) subject to business needs |
|  | **Flexible working** - Our normal work hours are 37 hours over a five day week (Monday to Friday), excluding breaks. In addition to your right to request flexible working, you’ll benefit from our flexible working hours scheme to help manage your work/life balance. |
| Logo  Description automatically generated | **Excellent pension** – Choose from a defined benefit pension scheme with Estyn contributing between 27.1% and 27.9% of your salary or a defined contribution arrangement. We’re part of the *Civil Service Pension scheme*. If you’re already in a Pension Scheme, you can freeze this or transfer it into the *Civil Service Pension Scheme* |
| A white cloud in the sky  Description automatically generated with low confidence | **Support for your wellbeing** – We provide a 24/7 employee assistance programme including access to emotional support counselling and specialist advisors, free annual health check, trained mental health first aiders, a free eye care scheme and subsidised flu jabs. We’ve achieved the Silver Award for the Corporate Health Standard for our health and wellbeing support. We also provide access to Health Insurance Plans through *Civil Service Healthcare* |
| A picture containing text, wheel, transport, gear  Description automatically generated | **Diversity and inclusion** – We want to maximise the potential of everyone who works for us, regardless of their background. We’ve created a working environment that is welcoming, respectful, and engaging for everyone, with opportunities for personal and professional development |
| Logo, icon  Description automatically generated | **Support for your family life** – generous maternity, paternity, adoption, shared parental and parental leave, and flexible working |
| Icon  Description automatically generated | **Tax-free savings** – Access to a cycle to work scheme and a green car scheme |
| Icon  Description automatically generated | **Additional financial support** – including an interest-free salary advance for travel season tickets |
| Icon  Description automatically generated | **Special offers and discounts** – Access to a range of discounts and exclusive offers for many high street shops, cinemas, supermarkets, holidays, restaurants, gyms and family attractions through the *Civil Service Social Club – Sports and Leisure*. Access to further benefits and services including the *Civil Service Motoring Association*, the *Civil Service Insurance Society* and the *Charity for Civil Servants* |

For more information, visit our website: [www.estyn.gov.wales/WorkingforEstyn](https://www.estyn.gov.wales/working-us/current-vacancies)

# Apply now!

Download the application form: [www.estyn.gov.wales/working-us/current-vacancies](http://www.estyn.gov.wales/working-us/current-vacancies)

Download the application guidance: [www.estyn.gov.wales/working-us/current-vacancies](http://www.estyn.gov.wales/working-us/current-vacancies)

**Closing date: 10am on Monday 13 December 2021**

We won’t consider any applications we receive after this time and date, or any incomplete applications.

Send your application to: [**recruitment@estyn.gov.wales**](mailto:recruitment@estyn.gov.wales)

We recommend emailing your application. As our office is closed at the moment, there are delays in receiving post that may mean your application is late. If you’re not able to use email, please contact Shuna Lovering on 029 2044 6336.

**Alternative or accessible documents**

If you’d like to apply or access this document in an alternative format, please contact Shuna Lovering to discuss your requirements.

# Further Enquiries

If you have any questions about this recruitment exercise that we haven’t answered in this pack, please contact Shuna Lovering on 029 2044 6336, or [recruitment@estyn.gov.wales](mailto:recruitment@estyn.gov.wales)

We welcome correspondence in Welsh; we’ll respond to you in Welsh, and there won’t be a delay in our response.

# Selection schedule

\*Dates may be subject to change