

Communications and Events Officer

(EO Grade)

Fixed Term

**Information Pack**

**Closing date: 10:00am on Monday 8 August 2022**

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**Download this pack in Welsh on our** [**website**](https://www.estyn.gov.wales/working-us/current-vacancies?_ga=2.65853994.505305492.1652870360-600480313.1652870360)**, or** **email** **recruitment@estyn.gov.wales****for a copy.**

# Introduction



Thank you for your interest in working for Estyn.

It’s an exciting time to join us. We’re supporting schools and other providers in Welsh education reform including a new curriculum, and changing the way we inspect. We play a vital role in enhancing the learning of young people and adults in Wales. Learners are at the heart of everything we do. Our people are committed to working collaboratively to deliver a high quality service to our stakeholders that provides public accountability and supports improvement.

We’re looking for a Communications and Events Officer. 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.

Our communications and events team work across 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!

Join us and you’ll find yourself immersed in a progressive and evolving organisation where you’ll get the chance to develop your skills and your career in the wider Civil Service.

This pack contains more details about working with us, information about the roles, 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.

I look forward to receiving your application.



Mererid Wyn Williams - Assistant Director (Inspection) and interim Assistant Director (Central Services)

# 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.

Rydym yn gwerthfawrogi aelodau’n tîm, yn gwrando arnynt ac yn eu hannog i ddatblygu eu medrau a’u talentau. 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.

# Diversity and Inclusion

We’re committed to supporting diversity and inclusion – involving all, valuing, respecting and positively welcoming the challenges of diverse ideas, views and lived experiences. We want to reflect the communities we serve and improve decision making.

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. We are currently piloting hybrid working. This will mean that you split your working time between our Cardiff office and remote working for the duration of the trial period. We will evaluate the pilot before making decisions on future working arrangements.

# Who we’re looking for

As Communications and Events Officer, you will support the creation, implementation and evaluation of digital communication activities in our events and training programme and across owned, earned and paid for media to help deliver our Stakeholder Engagement Strategy. You will use your communication skills and knowledge to support our digital approach to communication to reach our target audience and support our strategic aims.

Our Communications and Events Officers:

* manage the communication and organisation of high-profile digital events, training, webinars and live-streaming for inspectors and education professionals, using the best platform to reach our target audience
* support the development of a digital approach across all our external communication, including the development of our online communities to ensure we tailor our content to reach our target audiences effectively. This will include managing and overseeing all our social media channels for Estyn and the Chief Inspector
* monitor, improve engagement and evaluate our digital channels including the Estyn website, video, blog and social media channels.
* develop short, engaging video content
* draft copy and create engaging content to promote our work, for example, across our events and training, recruitment of inspectors and social media
* develop basic how to guides and templates to upskill the wider comms team to integrate digital content into campaigns

If you’re a Welsh speaker, you will make use of both your Welsh and English language communication skills.

You will:

* enjoy being creative
* be self-motivated and highly organised
* enjoy the challenge of a varied workload
* be a confident communicator
* have a good track record of managing multiple tasks to meet deadlines
* be confident in the use of IT
* work collaboratively and flexibly
* be able to work in a changing environment

Our people come from a wide range of backgrounds. You may have worked in a large or small organisation, in a Welsh or bilingual environment, the public or the private sector. You may be making your first step into the workplace or returning to work after a break or want to broaden your experience in a different communication discipline. This is an excellent opportunity to gain experience in a Civil Service department and enhance your skills. You will have access to learning and development opportunities that will help you to develop your skills and career.

Further vacancies may become available in the future. If more candidates meet the criteria than we need at the moment, we may create a reserve list. We may use any reserve list to fill similar roles in the future.

**Job Title:** Communications and Events Officer **Duration:** Fixed term (up to 2 years)

If a suitable permanent vacancy arises during the fixed-term period, successful candidates may be offered a permanent role. Any permanent appointments will be made using a fair and merit-based process.

**Salary:** £25,860 - £29,430 (Please note, starting salary will normally be offered at the minimum of the band)

**Welsh Language:** We work in both Welsh and English and many of our stakeholders are bilingual. For these posts’ Welsh language skills (spoken and written) are **highly** **desirable**.

**Location:** The role is based in our Cardiff office: Anchor Court, Keen Road, Cardiff, CF24 5JW. We’re currently trialling informal hybrid working arrangements subject to business needs and agreement with your manager. We are still working on what our future working arrangements will look like. It’s likely that you will be expected to attend the office some of the time to allow ongoing support and development and to allow you to collaborate with your colleagues. This role can only be worked in the UK and not overseas.

**Work hours and flexible working:** Full time hours are 37 hours over a five day week (Monday to Friday), excluding breaks.

We welcome applications for part-time/reduced hours, job sharing or on another flexible basis. If you’d like to apply to work flexibly, please include a statement in your application outlining the flexibility/preferred pattern you’d like us to consider and the reasons for your request. We will consider your request and our operational requirements in line with our [Flexible Working Policy](https://www.estyn.gov.wales/system/files/2020-07/Flexible%2520working%2520policy_0.pdf).

**Nationality:** To be eligible for these roles 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 or a qualification in a communications environment - in particular expertise in using digital technology in campaigns, such as webinars, live-streaming and creating engaging video
* have a proven track record of running communication campaigns
* keep up to date with emerging trends in digital communications and apply and share this knowledge
* have excellent communications, literacy and numeracy skills
* have strong written skills with proven experience of copy writing and able to translate and present technical/specialist information in a way that others (including non-experts) can understand
* are approachable and able to form effective working relationships with internal and external stakeholders at all levels to ensure information reaches the right people at the right time
* are confident in using IT systems, including Microsoft Office
* are organised with good time management skills, and able to prioritise work and complete tasks within agreed timescales
* are able to work independently, use your initiative whiles also working collaboratively with others across the organisation, including senior managers

It’s desirable that you have:

* the ability to monitor and analyse communication campaign effectiveness, using a range of available sources to information evaluation
* basic design skills or experience and a working knowledge of Adobe PremierPro, Photoshop and InDesign
* Welsh language skills (written and spoken)

**Key behaviours**

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

The Communication Professional Competencies for this role are:

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

You can find more information and examples of these behaviours in [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 2 – EO or the equivalent Grade 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 2 EO/IO.

# About us – Our work and our values

We are the education and training inspectorate for Wales. Our aim is to improve the quality of education and training for learners in Wales. One of our key roles is to inspect education and training in Wales to give assurance to the public and government regarding educational standards. We help education providers, such as schools and colleges, to improve quality and outcomes. We also advise the Welsh Government about educational policy and prepare reports on a wide range of educational issues and themes.



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

In addition to a good work/life balance, job satisfaction, a supporting culture, ongoing learning and development opportunities and professional development, you can also expect other benefits, including the following:

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| Icon  Description automatically generated | **Competitive salary** - The salary range is £25,860 - £29,430. Starting salary will normally be the first scale point above your current salary (within this range). You can find the full Executive Officer (EO) pay scale [on our website](https://www.estyn.gov.wales/working-us/current-vacancies#payscales). With incremental progression you will normally reach the maximum of the pay scale within two 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 up to 27.1% 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.* Find out more details on[Joining the Pension Scheme - Civil Service Pension Scheme](https://www.civilservicepensionscheme.org.uk/joining-the-pension-scheme/) |
| A white cloud in the sky  Description automatically generated with low confidence | **Support for your wellbeing** – We provide an employee assistance programme (EAP) offering access to 24/7 confidential advice and support, including access to emotional support counselling and specialist advisors. We offer a free annual health check, trained mental health first aiders, a free eye care scheme and subsidised seasonal 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 provisions, and flexible working |
| Icon  Description automatically generated | **Tax-free savings** – Access to a cycle to work scheme and a green car salary sacrifice 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/about-us#workingforus](https://www.estyn.gov.wales/about-us#workingforus)

#  Apply now!

**Application form:** Download and complete our application form here: [www.estyn.gov.wales/working-us/current-vacancies](http://www.estyn.gov.wales/working-us/current-vacancies)

**Closing date: 10am on Monday 8 August 2022**

We are unable to consider late or incomplete applications.. It’s your responsibility to ensure that your application is fully completed and is received by the closing date.

Send your application to: **recruitment@estyn.gov.wales**

We recommend emailing your application. We are currently experiencing delays in receiving post that may mean your application is late.. If you’re unable to send your application electronically, please contact Shuna Lovering on 029 2044 6336.

**Alternative arrangements 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.

This recruitment exercise is conducted in accordance with the Civil Service Commission [Recruitment Principles](https://civilservicecommission.independent.gov.uk/recruitment/recruitment-principles/) and is regulated by the Civil Service Commission.

# Selection process and key dates

As part of the selection process, you will be asked to complete an application form detailing your job history and qualifications and a statement of suitability (a maximum of 750 words). Your application will illustrate how you meet the essential skills, experience and behaviours for this role outlined in the person specification. These will also be explored at interview.

You can find more guidance on completing your application here: [www.estyn.gov.wales/working-us/current-vacancies](http://www.estyn.gov.wales/working-us/current-vacancies)

All documents are available in Welsh and English. Applications can be submitted in Welsh, English or both languages.An application submitted in Welsh will not be treated less favourably than an application submitted in English. Your application may be translated into Welsh or English if required (depending on the majority language of the panel).

The selection process includes:

* **A sift of applications:** The selection board will consider all complete applications. The information you give us in your application is important in deciding whether we will invite you to the next selection stage. If we receive a high volume of applications, your application may be “long-listed” before it is passed to the shortlisting panel for consideration. You should be aware that in this situation, your application might not be considered in full by all of the panel.
* **Assessment and Interview:** Candidates invited to assessment and interview will again be assessed on their skills, experience and behaviours in relation to the person specification. For Welsh essential posts, we will test your communication skills in both Welsh and English during the assessment and at interview.
	+ **Assessment:** You will be asked to complete a series of tasks as part of a work-based written exercise. Further details will be given in the invite to assessment / interview.
	+ **Interview:** We use a blended interview technique, allowing us to find out more about you. We use the Success Profiles framework. During the panel interview, you will be asked about your experience and how you hit the criteria for the role (including behaviours).

Assessments and interviews may take place on the same day.

Interviews will be virtual using Microsoft Teams (or Zoom if a Welsh interview).

We will confirm the arrangements when we invite you to interview.

You will receive an email confirming the outcome of your application at each selection stage. We appreciate it takes a lot of time and effort to apply for roles and that feedback is a valuable part of the process. We will provide verbal feedback on request for anyone reaching the assessment and interview stages once the selection process has finished.

The timetable we’re working to is summarised below. If you’re successful at the shortlisting stage, you will be expected to make yourself available on the interview dates. Applicants who are not available to attend for interview on the dates offered may not be considered for these roles.

If we need to change these dates, we aim to provide you with as much notice as we can of the interview dates. If you’re unable to make the arranged interview date, we will try to re-arrange it but it might not be possible due to time constraints within the appointment timetable or selection panel availability.

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| --- | --- |
| **Closing date** | 10am Monday 8 August 2022 |
| **Sift** | 10 August 2022 |
| **Assessments** | 15-17 August |
| **Interviews** | 17 August 2022 |

\*Dates may be subject to change

**Future vacancies and reserve lists:** If you are appointable, but there isn’t a suitable post immediately available, we may add you to a reserve list. The reserve list is valid for up to twelve months from the date we confirm the outcome of your application. The outcome email will confirm if you are on a reserve list. If a suitable vacancy occurs during that period, we may recommend you for appointment. We appoint from the reserve list in merit order.

# 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

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