



Arolygiaeth Ei Fawrhydi dros Addysg a Hyfforddiant yng Nghymru  
His Majesty's Inspectorate for Education and Training in Wales

# Head of Communications, Events and Stakeholder Engagement (Grade 7) Permanent Information Pack

**Closing date: 10:00am Tuesday, 6 June 2023**

# Contents

- Introduction..... 3
- Why work for Estyn?..... 4
- Diversity and Inclusion..... 4
- Smart Working..... 4
- Who we’re looking for ..... 5
- Person Specification..... 8
- About us – Our work and our values ..... 10
- Benefits of joining Estyn ..... 11
- Apply now!..... 13
- Selection process and key dates ..... 14
- Further Enquiries ..... 15

Download this pack in Welsh on our [website](#), or email [recruitment@estyn.gov.wales](mailto:recruitment@estyn.gov.wales) for a copy.

## Introduction



*M. W. Williams*

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 Head of Communications, Events and Stakeholder Engagement, to enhance the profile and reputation of Estyn through making our work more accessible. Help us to ensure all learners in Wales get the quality of education and training they deserve.

As the head of the team, you will lead and manage all aspects of communications, events, and engagement with our stakeholders. You will be responsible for all external and internal communications and engagement activities and for the delivery of our extensive and diverse programme of events.

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](#) 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 Central Services)**

## Why work for Estyn?

Estyn is a great place to work, and our people are our most valuable resource.

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 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 our organisation strong. 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 Central Services teams are contractually office based but we operate informal hybrid working arrangements where you can split your working time between our Cardiff office and remote working subject to business needs and agreement with your line manager.

## Who we're looking for

The Head of Communications, Events and Stakeholder Engagement will provide strong leadership and management of all aspects of communications, events and engagement with our stakeholders, to deliver high quality service in support of Estyn's strategic objectives, and attends senior committees and groups.

The Head of Communications, Events and Stakeholder Engagement sets the direction, engages with colleagues and external stakeholders, leads and develops teams to deliver content and services that enhance the profile and reputation of Estyn through making our work more accessible. You will be responsible for the delivery of high quality external and internal communications and engagement activities. You will also be responsible for the delivery of our extensive and diverse programme of events, including training events for our external inspection workforce.

You will directly line manage 2 x Stakeholder Engagement Managers (Job-share) and will be responsible for the quality of the work of a team of around 8-10 people.

You will:

- Provide strong collaborative leadership for the development and implementation of innovative communication strategies that meet Estyn's corporate objectives, including an internal and external communication strategy and annual stakeholder engagement plan.
- Lead on the roll out of communications supporting the development of Estyn's 2024 inspection framework.
- Lead the delivery of our extensive and diverse programme of events ranging from live broadcast events to training for our external inspection workforce.
- Manage and support the Stakeholder Engagement Manager(s) and oversee the whole Communications, Events and Stakeholder Engagement team.
- Review communication strategies to ensure integration across all channels and identify any gaps.
- Set corporate tone and branding for all communications and events.
- Ensure the Communications, Events and Stakeholder Engagement team are appropriately resourced and skilled to effectively deliver agreed communications plans and events.
- Understand the political and educational landscape in Wales and beyond and its relation to Estyn's strategic objectives; feeding this intelligence into media plans.
- Lead on communications and campaign planning, delivery and evaluation to ensure maximum impact of Estyn's work across all stakeholders.

- Develop positive relations with key media.
- Drive annual communications activity plans and stakeholder mapping.
- Support senior colleagues in producing content for speeches, presentations and other public appearances.

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
- have the ability to motivate and challenge others to improve quality
- enjoy the challenge of a varied workload
- demonstrate excellent communication skills and work collaboratively within and across teams
- have high standards and a drive for excellence

Our people come from a wide range of backgrounds. You may be looking for a new challenge, have worked in a large or small organisation, in a Welsh or bilingual environment, the public or the private sector. You'll be used to dealing with a wide range of people, internally and externally, and enjoy working as part of a supportive team. 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:** Head of Communications, Events and Stakeholder Engagement

**Duration:** Permanent

**Salary:** £53,440 – £63,900 (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 this post, Welsh language skills (spoken and written) are **desirable**. We will provide training for anyone who wants to develop their Welsh language skills.

**Location:** The role is based in our Cardiff office: Anchor Court, Keen Road, Cardiff, CF24 5JW. We currently operate informal hybrid working arrangements subject to business needs and agreement with your manager. 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:** This is a full time role. Full time hours are 37 hours over a five day week (Monday to Friday), excluding breaks.

We welcome applications for job sharing or on another flexible basis that will enable full-time cover for this role. 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](#).

**Nationality:** To be eligible for these roles you must meet the nationality requirements set out in our [Guidance for Applicants](#)

# Person Specification

## Job specific criteria

It's essential that you:

- have experience of developing communications strategies and aligning team and organisational goals
- have experience of managing teams, including having a clear understanding of team management principles including change management
- demonstrate a robust knowledge of internal communications best practice and draw on this expertise to provide recommendations to organisational/business leaders on communicating the business/change agenda
- have experience of leading and developing integrated communications strategies
- have excellent written and verbal communications skills and are able to adapt writing style for different audiences and channels, with robust editorial skills.
- can communicate effectively and have good interpersonal skills to lead, motivate and inspire colleagues to improve service delivery
- can set direction through making effective decisions
- have excellent prioritising and time management skills to manage multiple activities
- have good interpersonal skills that enable you to develop and maintain productive working relationships, and constructively challenge, influence and persuade senior managers and other stakeholders
- can maintain personal effectiveness in the face of pressure, setbacks or when dealing with challenging situations).

It is desirable that you:

- are able to work through the medium of Welsh (written and spoken) or willing to learn Welsh
- have an understanding of branding and brand compliance
- have experience of managing events across various formats

## Key behaviours

The key behaviours for this role are:

- Seeing the big picture



- Changing and improving
- Leadership
- Communicating and Influencing
- Making effective decisions

Further information and examples of these behaviours are detailed in the [Success Profiles - Civil Service Behaviours](#) at Level 4 - Grade 7 and 6 and the [Government Communications Professional Competency Framework](#) at Level 4

## 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.

### Vision and Mission

Our **vision** is to improve the quality of education and training, and outcomes for all learners in Wales

Our **mission** is to support education and training providers to develop a self-improving and learning culture through our advice, inspection and capacity building

### Strategic objectives

**Providing public accountability** to service users on the quality and standards of education and training provision in Wales

**Informing the development** of national policy by the Welsh Government

**Building capacity** for improvement of the education and training system in Wales

### Values

- Place learners at the heart of our work
- Listen, learn and work with others
- Act openly, fairly and with integrity
- Show effective leadership and teamwork
- Promote health, wellbeing and equality in all we do
- Value and respect people and their work
- Encourage responsibility, initiative and innovation

Each year we publish an [Annual Plan](#) 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](#) and 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:



**Competitive salary** - The salary range is £53,440 - £63,900. Starting salary will normally be the first scale point above your current salary (within this range). You can find the full Grade 7 pay scale [on our website](#). 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.



**Excellent pension** – Choose from a defined benefit pension scheme with Estyn contributing up to 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*. Find out more details on [Joining the Pension Scheme - Civil Service Pension Scheme](#)



**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*



**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



**Support for your family life** – generous maternity, paternity, adoption, shared parental and parental leave provisions, and flexible working



**Tax-free savings** – Access to a cycle to work scheme and a green car salary sacrifice scheme



**Additional financial support** – including an interest-free salary advance for travel season tickets



**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](http://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:** 10:00am Tuesday, 6 June 2023

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](mailto: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](#) 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.
- **Interviews:** Candidates invited to 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 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 meet the criteria for the role (including behaviours). The interview will include a short presentation. Before the interview there will be a meet and greet with members of the Communications, Events and Stakeholder Engagement team. Further details will be given in the invite to interview.

Interviews will be held face to face in our Cardiff office.

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.

All costs of attending the assessments and interviews are at your own expense. We will not pay any transport, accommodation or subsistence costs related to the recruitment.

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.

<b>Closing date</b>	10:00am Tuesday, 6 June 2023
<b>Sift</b>	Monday, 12 June 2023
<b>Interviews</b>	Monday, 19 June 2023

\*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](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.