

June 2023

**Information for applicants:
Senior Director Communications**

Ref: GSe99095

Ofwat

Introduction from David Black, Chief Executive

Safe and reliable water and wastewater services are essential for our day to day lives, our wellbeing, and our natural world.

As the economic regulator of water and wastewater companies in England and Wales, our role is to enable, incentivise and hold companies to account for providing the very best for customers, communities and the environment now and in the future. We also oversee the markets in the water sector to ensure they are working for customers.



To achieve this, we've set ourselves three goals. They are to:

- transform water companies' performance;
- drive water companies to meet the long-term challenges through increased collaboration and partnerships; and
- for water companies to provide greater environmental and social value as part of delivering for customers.

This role is a key leadership role in Ofwat, leading our Communications team in the Chief Executive's Directorate. The team is responsible for managing Ofwat's reputation, engagement and our internal communication.

We're ambitious about the future and looking for people who can help us deliver lasting change, for the benefit of customers and the environment.

Thanks for your interest in joining Ofwat. We look forward to receiving your application.

David Black
Chief Executive

About Ofwat

Ofwat (The Water Services Regulation Authority) is a non-ministerial government department. We regulate the water sector in England and Wales.

Our role is to help the sector build trust and confidence with customers, the environment and wider society: keeping water flowing, bills affordable and helping ensure the health of our rivers and waterways. We push hard to improve day-to-day water company performance for customers, including on leakage, sewer flooding and customer service. We drive the sector to take a longer-term view and to take steps now to protect and enhance the environment, using digital and data innovations and making sure our water supplies are secure for future generations. Through our five yearly price reviews we oversee billions of pounds of investment into the water sector across England and Wales.

Our Time to Act strategy sets out our ambition for the water sector and the role we play in achieving it. Our values reflect our ambition, our commitment to learning to acting with purpose and integrity, continuously improving so that we make the greatest contribution possible to improving life through water.

Our strategic goals, taken from our strategy, Time To Act Together:



Our work is high-profile and fast-moving, within a dynamic and agile environment. The work that you will be involved in every day will be about helping us to deliver our strategy, helping us to be the regulator we want to be and helping the sector to deliver outcomes that matter to customers and society.

Why join Ofwat?

Ofwat is an organisation with a well-developed purpose. We are forward-thinking, creative, innovative and ambitious. We constantly push the boundaries and embrace new ways of working. We actively encourage autonomy, collaboration and innovation and there is a culture of trust, flexibility and respect. We want everyone to take responsibility for their actions and work whilst considering the impact on others. As a learning organisation, we actively embrace new ways of working and provide the freedom to our people to work smarter, achieving a work life balance.

We strive to ensure our people feel connected and valued, and for every voice to matter. You will be provided with the space and support to shape your future while taking greater control of your own growth and development.

Before the Covid-19 pandemic we were the first Civil Service organisation to achieve Smarter Working status. We have developed this further through our hybrid working during the pandemic and have won awards for our ways of working as we spend more time in person again.



Our values

All our work is underpinned by our SAILOR values which are well established and embedded into everything we do. They set out how we strive to behave and what we aspire to be as an organisation.

We are Ofwat

We aspire to act in line with our values in everything we do



Our Framework for Success

Our Framework for Success supplements our Values, setting out the attributes that lead to success at Ofwat. We use this framework in our interviews, and for Ofwat people it's a tool to help them to assess their strengths and areas for development to support their career development. These attributes set out our expectations at different grades for how we develop ourselves, develop others, and develop Ofwat. Find out more about our [Framework for success](#).

Our culture, our people

Driven by our SAILOR values, we are committed to developing an inclusive culture where our people can bring their whole selves to work, where everyone is treated equally and empowered to thrive. Together we can achieve our vision of improving life through water.



Our people are the heart and soul of Ofwat, and our People Strategy is ambitious and well-embedded. In our annual people survey 2022, we outperformed the Civil Service (CS) People Survey benchmarks in 9 out of 10 areas. Our PERMA Index score stands at 74% which measures how people are flourishing at work and is based around the five dimensions: positive emotion, engagement, relationships, meaning and accomplishment.

We have an engagement score of 66% and a score of 85% for inclusion and fair treatment, which is 4% above the CS average. Being accountable and empowered is part of our way of working with 91% of people interested in their work and 89% of them agreeing they have a choice in deciding how they do their work.

To achieve this, our people strategy is based around five themes summarised here:



Our recent external Investing in People re-accreditation saw us move from standard to silver. Our aim is to become more diverse and inclusive: reflective of the communities we serve. Our vision is to transform Ofwat from a great place to work to a Great Place to Be. We are proud of

the journey we have undertaken so far and are looking to build on our progress to make Ofwat an even better place to work, where everyone can succeed.

The role

The Senior Director Communications will be a key member of the Senior Leadership Team (SLT) and lead the communications team. The communications team has approximately 16 members and is responsible for:

- Managing Ofwat's external reputation
- Our external engagement with a range of stakeholders
- Ownership of our communication channels
- Working with customer research to generate insight through listening to customers across England and Wales
- Internal engagement with all our people

This is challenging work, managing high profile and demanding issues which generate significant public and stakeholder interest. The ability to work flexibly and to respond quickly to changing events and to work collaboratively with colleagues is essential. You will be required to provide advice and counsel to senior colleagues, sometimes at short notice or out of hours. Alongside this, you will be key to ensuring that the communications team continues to innovate, collaborate and work flexibly to support everyone's wellbeing and deliver the best outcomes.

This is a wide-ranging role and duties and responsibilities may evolve over time.

Key deliverables

Reporting to the Chief Executive the successful candidate will:

- Provide effective, strong, and inspirational leadership to deliver great outcomes for customers and the environment, whilst helping Ofwat to set the agenda for the water sector.
- Manage Ofwat's reputation, navigating a complex and fast-moving external environment, horizon scanning and advising on organisational positioning and response.
- Lead Ofwat's stakeholder engagement, building our reach and influence and building a culture of engagement across Ofwat.
- Champion Ofwat's customer listening and insight work, ensuring that the customer voice is heard and understood.
- Be responsible for Ofwat's communications planning, using tailored and targeted internal and external communications and engagement for maximum impact.
- Take ownership of Ofwat's communications channels to deliver appropriate and engaging content, relevant for different audiences.
- Inspire and enable the team to deliver in line with our SAILOR values.
- Work with senior colleagues to provide effective corporate leadership for the whole of Ofwat.
- Maintain and evolve an inclusive culture within the organisation where our people are representative of the communities we serve, and everyone is valued, treated fairly, and empowered to thrive. You will also support our people to sustain a work life balance and get the best from hybrid working.



Professional requirements

	Essential
Experience, Skills and Knowledge	<ul style="list-style-type: none"> • Knowledge and experience of a broad range of professional communications disciplines, including media relations, stakeholder engagement, channel management, brand management and digital communications. • Strong stakeholder management experience, influencing and communication skills, with the ability to address conflicting interests. • Experience of navigating a complex, fast-moving and challenging external environment, providing advice to senior leaders about positioning and response. • Experience of leading internal engagement across a smarter-working organisation. • Experience of using internal communications and engagement to support and develop organisational culture and values. • Leading, supporting and developing a high-performing team, often working at pace and under pressure. • Strong analytical and intellectual capability, with the ability to analyse and rapidly assimilate complex information and policy proposals. • Confident public speaker with excellent written skills and confident to present Ofwat in all forms of media. (e.g., on TV or radio) • An inclusive leadership style which inspires, motivates, and promotes collaboration across the organisation. • Proactive champion of creativity, innovation, EDI and ways of working.
Attributes and behaviours	<p>In addition to the essential skills, knowledge and experience detailed in the table above, we will assess you against the following attributes during the selection process:</p> <ul style="list-style-type: none"> • Champions and leads change. • Builds the team. • Promotes collaboration. • An adaptable thinker. • Creates clarity. • Delivers outcomes.

Application process

We will assess your CV and covering letter against the essential experience, skills and knowledge criteria listed in the table above.

- **Interview & presentation** As well as the essential experience, skills and knowledge listed in the table above, we will also assess the following attributes and behaviours from our 'Framework for Success' at interview:
 - Champions and leads change.
 - Builds the team.
 - Promotes collaboration.
 - An adaptable thinker.
 - Creates clarity.
 - Delivers outcomes.

Please read more about our definitions for these attributes: [Framework for success](#)

How to apply

The closing date for applications is **midday 26th June**.

This is an online application process.

Registering and Creating an Account

You will need to create an account by clicking the red 'Create my Account' button in the "Apply" section of the website. Choose a username and password. Keep these safe as you will need your account details to access your application and receive messages from us securely.

GatenbySanderson will communicate with you throughout the process via notification messages in your account. You will receive emails to alert you to a new message, but you will need to login to your account to access it. This is to protect your privacy.

Once you have set up an account, you can log in at any time using the username and password you have created.

When you have satisfied yourself that you meet the role criteria and eligibility requirements, click on the red 'Apply Now' button.

Application Process

To apply please submit:

- A copy of your **CV**
- A **supporting statement** of not more than 3 pages, explaining why you want this role and addressing the criteria in the Knowledge & Experience section of the Person Specification.
- Daytime, evening and/or mobile telephone numbers as well as your personal email address (to be used with discretion)
- A completed **diversity monitoring form**, this will appear on screen as part of the application process.

- Also please submit (only if required) a completed disability confident scheme form.

Once submitted, you cannot retrieve your application to make any further amends so ensure you are happy that it is fully complete. Please also allow yourself sufficient time to complete the process, particularly if you are unfamiliar with online recruitment processes. Your application must be received by the deadline of 12 noon 26th June. We regret that late applications will not be accepted.

Should you have any problems submitting your application, please contact julie.smith@gatenbysanderson.com before the deadline for applications.

If you contact us following the deadline, we will be unable to accept your application.

After you have completed the Equal Opportunities information, you will see a confirmation screen acknowledging your application. You will also receive an email to the email address you provided, confirming receipt of your application. If you do not receive this acknowledgment immediately, please check your spam and, if you still cannot see it, please email julie.smith@gatenbysanderson.com.

Reasonable adjustments

Please can you let us know in your application if you require any reasonable adjustments to be made to assist you in completing the application, attending the interview, or any reasonable adjustments that would need to be made to the role or the working environment if your application is successful.

Please email Julie Smith at GatenbySanderson at julie.smith@gatenbysanderson.com

Assessment process

The appointment panel for this process is comprised of:

- Iain Coucher – Ofwat, Chair
- Seema Kennedy – Ofwat, Non-Executive Director
- David Black – Ofwat, Chief Executive
- Jas Bilen – Ofwat, Director People

We will try and offer as much flexibility as we can, but it may not be possible to offer alternative dates for assessments or interviews. You are therefore asked to note the below timetable, exercising flexibility through the recruitment and selection process, in order to meet the dates given.

The panel currently intends to ask a longlist of candidates to meet with GatenbySanderson following the longlist meeting but may choose to proceed directly to a shortlist at that stage. Candidates will be informed of next steps in either case. Please note that the following dates may be subject to change.

- Longlist meeting: W/C 3rd July 2023
- Interviews with GatenbySanderson: W/C 10th July
- Shortlist meeting: W/C 24th July
- Informal one-to-one conversations with Ofwat: W/C 31st July
- Psychological assessments including verbal and numerical reasoning: W/C 31st July
- Staff engagement exercise: W/C 31st July
- Panel interviews: W/C 31st July
- At the interview stage, GatenbySanderson will take up telephone references on the preferred candidate(s).

Please note that interview will be conducted in our London Office, 5th Floor, Westferry House, 11 Westferry Circus, Canary Wharf, London E14 4HD.

During the interview process, we will assess the 'Experience, Skills and Knowledge' as well as 'Attributes and Behaviours' set out in the professional requirements section. You can read more about Attributes in the [Framework for success](#) document.

The interview will also include a short presentation. Further details will be provided to shortlisted candidates upon invitation to interview. If you have any queries about any aspect of this role, selection process, or you require any reasonable adjustments please email ofwat-recruitment@gatenbysanderson.com

Terms and conditions of employment

Contract

This is a permanent appointment.

Salary

For this role external candidates may achieve a salary up to £105,000, depending on relevant skills and experience required for the post. Salary is paid monthly by credit transfer.

Internal candidates already at this job level would normally maintain their existing salary arrangements as this would be classed as a level transfer. If applying for the role as a promotion, these candidates can typically expect to be appointed on a salary at the bottom of the band or a 10% increase to existing salary, whichever is greater.

Location

This role is based at our (London or Birmingham) office and this will be your designated place of work with regular travel between our offices. Relocation expenses will not be paid for this role. Ofwat employees have the opportunity for hybrid working so you will have the chance to work both at home and in the office. Ofwat is an inclusive employer and agile working is an important part of our culture.

We know that agile working empowers our employees to manage their own time, fostering a healthy work-life balance and boosting health and wellbeing while maintaining productivity. Here at Ofwat we believe spending regular time together in person is important to support collaboration, build and sustain relationships with others, and supports the delivery of Ofwat's business outcomes. Working from the office will provide opportunities for face-to-face interaction and connection, in-person meetings, and networking. As a member of the SLT you will be expected to spend regular time in the office.

Contracted place of work and taxable expenses

Any person who regularly works more than two days a month in both the Birmingham and London offices, irrespective of their contracted place of work, is considered by HMRC to have two permanent workplaces.

The payment of your rail fare, accommodation or subsistence in this situation attracts tax and National Insurance because you are receiving a benefit.

Ofwat meets the cost of the tax and National Insurance by grossing up your expenses and recovering the net amount through your monthly pay package. But the expenses are classed

as taxable earnings, which could impact on any attachment of earnings – for example, student loan repayments, high income child benefit and state benefits.

This means that you will not be required to meet the costs of travel to the office location where you are not based.

For further information on taxable expenses, please email payroll@ofwat.gov.uk.

Hours of work

This post is open to full-time (37 hours per week), flexible working, part-time or job-share. You will be required to work such additional hours as is reasonable and necessary for the efficient performance of your duties.

Probation

There is a probationary period of six months for all new entrants. Subject to satisfactory performance, the post holder will be transferred to permanent establishment at the end of their probation.

Annual leave

On appointment the post holder will be entitled to 25 days annual leave plus 10½ days' public and privilege holidays a year. Annual leave entitlement will be increased by one day for each year of continuous employment with Ofwat, up to a maximum leave allowance of 30 days.

Pension

Pension arrangements for those joining on loan or secondment would see existing pension provisions maintained.

For permanent appointees:

On appointment, you are eligible to join the Civil Service Pension. The Civil Service offers a choice of defined benefit and stakeholder pensions, giving you the flexibility to choose the pension that suits you best. We offer you a choice of two types of pension.

Alpha: alpha is an occupational pension scheme and provides a defined benefit worked out on a Career Average basis.

From 1 April 2020, member contributions are based on actual salaries.

From 1 April 2020, employee contributions are:

Actual pensionable salary (annual)	All members
Up to and including £22,600	4.60%
£22,601 to £54,900	5.45%
£54,901 to £150,000	7.35%
£150,001 and above	8.05%

From 1 April 2020, employer contributions are:

Revised Salary Band (£)	ASLC rate from 1 April 2020
23,000 and under	26.6%
23,001 to 45,500	27.1%
45,501 to 77,000	27.9%
77,001 and over	30.3%

Partnership: this is a stakeholder pension with a contribution from Ofwat. How much we pay is based on your age. We pay this regardless of whether you choose to contribute anything. You do not have to contribute but, if you do, we will also match your contributions up to 3% of your pensionable earnings.

Employer age-related contributions

Age at the last 6 April	Percentage of your pensionable earnings
Under 31	8%
31 to 35	9%
36 to 40	11%
41 to 45	13.5%
46 or over	14.75%

To learn more about the Civil Service Pension schemes, please follow the link <http://www.civilservicepensionscheme.org.uk/>

Ofwat benefits

We also offer a range of additional benefits. These include:

- Access to our package of benefits via our 'Edenred' scheme. This is a voluntary benefits scheme where staff have access to exclusive discounts on a range of goods and services such as retail outlets, theatre tickets, holidays, insurance and gym membership.
- Cycle-to-work scheme.
- Season ticket loan for travel between home and office.

- Flexible working arrangements.
- Fees paid for membership of relevant professional bodies.
- Up to 3 volunteering days per year.
- Paid sick leave.
- Generous shared parental leave and pay.
- Regular professional development.
- Health and wellbeing initiatives.
- Free eye tests and contribution towards lenses/spectacles for VDU users, if appropriate.

Any move to Ofwat from another employer will mean you can no longer access childcare vouchers. This includes moves between government departments. You may however be eligible for other government schemes, including Tax-Free Childcare. Determine your eligibility at <https://www.childcarechoices.gov.uk/>.

Security clearance

Any offer of appointment will be subject to satisfactory completion of security and pre-employment checks. Further information about the security checking procedure is available on request.

Nationality and immigration control

This post is open to nationals of states within the British Commonwealth and the European Economic Area (EEA) and certain members of their families. There must be no employment restriction or time limit on your permitted stay in the UK.

If you would like further information on Nationality and Immigration Control, please email us at people@ofwat.gov.uk.

Stocks or shares

Because of the nature of the information you will come into contact with and the need to be wholly independent of the water sector in England and Wales, you and your family (including your spouse or civil partner and any children or step-children under the age of 18 who still live at home, or any other member of your household) will be precluded from owning, purchasing or dealing in the shares of the water companies and their holding companies.

Further information

Data protection

We will use your application only to inform the selection process. If you are successful it will form the basis of your personal employee record with us and we will store it electronically

within our SharePoint Electronic Document Management System (EDRMS) and our HR system iTrent. Unsuccessful applications are not retained and will be destroyed using Ofwat's secure disposal methods. If you have indicated that you would like Ofwat to retain your information for future similar employment opportunities we will retain this information. If at any point you decide you do not wish Ofwat to retain your information for these purposes please contact us and we will ensure your information is removed from our systems, unless we are legally obliged to hold it for a further period.

We will hold any data about you in completely secure conditions and with restricted access. Information in statistical form on present and former employees in some instances is provided to appropriate outside bodies. Wherever possible Ofwat ensures that statistical information is anonymised.

We will include data that you provide on the diversity monitoring form in a general database for statistical monitoring purposes only. This enables us to monitor the effectiveness of our policy on equal opportunities in employment.

Ofwat processes all the personal data you have provided during your application as set out in Ofwat's privacy policy which is available here: <https://www.ofwat.gov.uk/publication/privacy-policy/>. If you have any concerns regarding the processing of some or all of your data please inform the People Hub in writing to people@ofwat.gov.uk and/or the Data Protection Officer by emailing FOI@ofwat.gov.uk.

Diversity

Ofwat aims to be an equal opportunities employer. We intend to make sure that there is equality of opportunity and fair treatment for all irrespective of:

- Age.
- Disability.
- Gender reassignment.

Marriage and civil partnership status. Pregnancy and maternity. Race, religion or belief. Sex or sexual orientation. We would like to assure you that we will treat the information you provide on the diversity monitoring form in the strictest confidence and only use it to help us monitor appropriate equal opportunities policies. This information plays no part in our selection process.

Investors in People (IIP) – Silver

Ofwat has IIP accreditation which reflects good management practices throughout our organisation, including in business planning, individual objective setting, learning and

development opportunities, as well as continuous constructive feedback through our delivery and development conversations approach to performance management.

Disability Confident Scheme

As part of the disability confident scheme, we guarantee to interview all disabled applicants who meet the minimum criteria.



Complaints procedure

The process of recruitment and assessment embraces the principles of fair and open competition and best practice. The first is to maintain the principle of selection for appointment to the Civil Service on merit on the basis of fair and open competition as outlined in the [Civil Service Recruitment Principles](#). The second is to promote an understanding of the [Civil Service Code](#) which sets out the constitutional framework in which all civil servants work and the values they are expected to uphold, and to hear and determine appeals made under it.

If you feel your application has not been treated in accordance with the recruitment principles and you wish to make a complaint, you should contact Ruth Noake, Head of Talent & OD, Corporate Enablers (People), Ofwat, Centre City Tower, 7 Hill Street, Birmingham, B5 4UA in the first instance. If you are not satisfied with the response you receive from us, you can contact the Civil Service Commission at info@csc.gov.uk.

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