



Driver & Vehicle
Standards
Agency

Strategic Communications Manager

Reference: 363409

Closing Date: 8th September 2024

Location: Birmingham, Bristol, Leeds, Newcastle-upon-Tyne, Nottingham, Swansea

Salary: £32,603

External recruits will almost always be brought in on the minimum salary scale. Cross civil service transfers and promotions are subject to separate provisions.



Helping you **stay safe** on **Britain's roads**

DVSA - who we are

Great Britain's roads are among the safest in the world.

At the Driver and Vehicle Standards Agency (DVSA), we play a vital role helping millions of people stay safe on our roads – our vision is safer drivers, safer vehicles and safer journeys for all.

What we do

We help millions of people every year. We make sure learners are safe to drive, by approving driving instructors and conducting driving and theory tests. We help people keep their vehicle safe to drive by approving MOT testers and inspecting vehicles. And our teams help protect the public from unsafe vehicles and drivers through roadside enforcement activities.



1.9 million

driving tests each year



38.5 million

MOT certificates issued each year



2 million

theory tests each year



31,958

defective vehicles discovered each year

Why join DVSA?

This is an exciting opportunity to join the Driver and Vehicle Standards Agency (DVSA), and help us to help everyone stay safe on Britain's roads for a life time of driving.

Our teams play a central role in helping people stay safe on Britain's roads.

We help put customers at the heart of everything DVSA does. And we protect and enhance DVSA's reputation and relationships – making it easier for people to do business with us and for us to achieve our front-line outcomes.

Across the range of roles we have you could be working with people who:

- Promote our work and our contribution to road safety through effective internal and external communications that changes attitudes and behaviours
- Use our insight and expertise to guide and support effective engagement with our staff, customers, and stakeholders
- Plan and manage ministerial and Parliamentary requirements and engagement

Or you could be working on our new plan to help ensure our customers:

- Do the right thing for themselves, first time round
- Are more likely to use or recommend our services
- Trust our information, guidance and advice
- Find it easier and quicker to engage, reducing the effort they have to make
- Recognise us as a modern, customer focused organisation

We'll invest in you and your talent and help you to bring the best of yourself to work.

Thank you for your interest in working with us.

Good luck with your application.



Adrian Long

Director of Corporate Affairs and Commercial

Working at DVSA

We offer a wide range of employee benefits, such as:

Personal development	Rewards	Great work/life balance
Access to in-role apprenticeships up to level 7	Employer pension contribution rate of up to 30.3%	Fast, modern IT kit and phones enabling seamless working from home and collaboration across the agency
Study leave	Tax free childcare scheme	Generous parental and carer schemes
3 paid volunteer days per year	25 days annual leave, increasing on a sliding scale up to 30 days. Plus 8 public holidays and one further day of paid privilege entitlement to mark the King's Birthday.	Flexible working, including part-time working and job share options
Individual Personal Development Plans	Special recognition awards	Free health checks including workplace adjustments
Minimum of 5 funded training days per year, plus 6-month development opportunities	Cycle to work scheme	Help and support with your home and work life, and wellbeing

You can find out more about working with us on the Department for Transport careers website: <https://careers.dft.gov.uk/our-dft-family/driver-vehicle-standards-agency/>

Diversity and equality

The Civil Service is committed to becoming the most inclusive employer in the UK.

At DVSA, you'll be part of an innovative organisation that invests in all our people, ensuring we have the diverse skills to deliver transport that moves Britain ahead now and into the future.

We welcome applications from every part of the community. We're particularly interested to hear from Black, Asian, and Minority Ethnic people, women, disabled people and those who identify as LGBT+. We believe everyone is involved in making DVSA an inclusive and great place to work.

The Civil Service strives to have diversity and promotes equal opportunities for all. There is a Disability Confident Scheme (DCS) for candidates with disabilities who meet the essential criteria.

For more information on Civil Service Recruitment Principles, see the [Civil Service Commission](#) website.

Why DVSA?

Our vision is to support and develop everyone who works for us. Our passion for diversity and equality helps us create a positive working culture for all employees, and we're friendly, welcoming, respectful and full of opportunities for professional and personal development.

As well as being a DCS employer, we are proud to be members of Business Disability Forum, The Prince's Responsible Business Network, ENEI and Employers for Carers.



About the job

As a Strategic Communications Manager, you will:

- Develop DVSA's key strategic communications plans within their assigned business area.
- Support significant internal and external 'business as usual' initiatives, including actions to deliver the Communications and Engagement Strategy in agreement with line manager.
- Provide expertise to ensure clear and effective communications to directors and corporate senior leaders.
- Protect and enhance DVSA's reputation, act as trusted advisor, supporting clients, always looking at the wider impact of communications and highlighting issues
- Understand customer needs and explaining the work involved.
- Own, manage and develop the corporate communications messages and channels – internal and external. Use insight to provide advice on what channels to use, target the correct audience, to achieve the required outcome.
- Make sure all messages follow the correct guidelines/requirements for quality and approach, provide on what works well/best and evaluate if it was successful.

Activities may include:

Strategy

- Gain a good understanding of the area of work to be able to make informed decisions on strategies for targeting different stakeholder groups tailoring the messages for each audience to ensure they are appropriate, clear and effective.

Planning and content

- Manage the delivery of communications campaigns and plans for internal and external DVSA audiences for assigned business area, working collaboratively with the Internal, External and Publishing communications teams.

- Follow the OASIS planning approach (Objectives, Audience, Strategy, Implementation, Scoring) and use the correct planning templates. In line with Government Communications Service requirements, set the communication evaluation criteria for the communication activities to measure the success of the messages and channels, producing monthly analysis reports for the evaluation board.
- Take the lead in developing accurate, consistent messages and a core narrative for colleagues and external audiences in respect of their business area. Responsible for the development of stakeholder propositions (including stakeholder analysis), in particular the communications plan including objective setting and evaluation to measure the effectiveness of the messages and channels employed.
- Make decisions on the most appropriate channel to be used for each audience and work closely with the corporate communication channel owners, such as Publishing, Internal and External Communications teams to ensure approach is agreed and deadlines are met.
- Work daily with a range of subject matter experts and senior stakeholders in DVSA including Project Senior Responsible Owners (SROs) and Executives, Corporate Senior Leaders, Directors and the Chief Executive, raising communication risks and opportunities and advising on the best approach to resolve or maximise them.
- Give advice and guidance to project personnel, subject matter experts, senior managers, SROs and Directors on communication activities to support the delivery of a project or initiative.
- Based on sound research, use own judgement to raise risks or issues that will impact on the communications activities and advise on the best approach to resolve them.
- Make sure accurate and consistent message content is written across a range of communications channels using plain English in line with the Government Digital Service's (GDS) style guidance, giving particular attention to Business Change and Transformation messages.
- Be an expert in GDS style requirements and Government Communications Service principles, sharing knowledge and promote them as best practice throughout DVSA Directorates and their teams, Directors, Senior Managers and the rest of the communications team.
- Deliver messages in line with the government's digital by default remit but keeping in mind best options for hard-to-reach customer groups.
- Respond to short notice organisational deadlines and requirements where necessary.

Managing internal and external relationships

- Advise senior management and Directors where messages are conflicting with other initiatives within the wider organisation or DfT that will impact on the integrity or timing of the communications.
- Organise regular and timely updates to line manager and colleagues in Communications team, including Head of Corporate Communications, Head of Internal Communications, Head of External Communications and the Director of Corporate Affairs.
- Provide regular activity and status reports to line manager, project, Head of Corporate Communications and Director.
- Attend and participate on DVSA project boards and assigned business area meetings, as directed by line manager, representing Corporate Affairs and Corporate Communications giving advice and guidance on messages for internal and external audiences and completing action points as required

Leadership

- Demonstrate leadership by providing guidance to colleagues to support the delivery of objectives. Manage and engage with honesty and integrity, and upholding the reputation of the Agency, Department and Civil Service.
- Work in collaboration with other managers across all functions for the good of DVSA and to create a high performing and well-respected Agency.

Interested? Complete your application now at: www.civilservicejobs.service.gov.uk

Person specification

Please read this section carefully before applying. We will assess your application against the evidence you have provided within your CV and personal statement against the Job Description and Person Specification.

Essential skills and Essential experience

- Understand how own work contributes to aims and objectives of the organisation or wider sector
- Experienced in offering strategic communications advice to senior colleagues, chief executives or ministers
- Able to work with business officials to agree SMART business and communications objectives and evidenced-based key performance indicators
- Able to manage multiple priorities and communications plans
- Able to project manage communications activities including all communications specialists deliver agreed activity on time and to budget
- Good understanding of the principles and application of behaviour change theory
- Able to carry out basic desk research and analysis using a range of insight tools and resources
- Experienced in development and coordinating the delivery of OASIS (or similar) communications plans and the application of evaluation and insight frameworks
- Strong personal impact and leadership skills to persuade and influence
- Strong presentation skills
- Experience of evaluating communications against agreed performance indicators
- Leading and managing communications and working collaboratively with other communication specialists

Mandatory Qualifications:

- Professional qualification in communications – eg CIM, CIPR, NCTJ, IOIC, degree in a communications discipline or willingness to work towards.

Further Information:

There may be the possibility of occasional U.K travel. This may include some overnight stays.

This role can be based in [Bristol](#), [Swansea](#), [Nottingham](#), [Newcastle](#), Birmingham or Leeds. Your presence at one of these locations will form part of the working arrangements agreed with you. We operate a hybrid working model giving you greater flexibility about where and when you work. Our **expectation** is that you will spend a minimum **60% of your time at your base location**. Visits to other DVSA sites or work locations count towards this.

Success profiles

We assess candidates using specified [Success Profiles](#).

You will be expected to demonstrate the following [Civil Service Behaviours](#) during the selection process.

- Seeing the Big Picture
- Delivering at Pace

Interviews will include a blend of [Behaviours](#) and [Technical](#) questions.

As well as a [Presentation](#) Assessment.

Success Profile Level 3

Success profiles

Here at The DVSA we use Success Profiles to assess applications and throughout our entire interview selection process.

Success Profiles were introduced to help attract and retain individuals from a wide range of professions to ensure a diverse and skilled workforce, in line with The Civil Service mission in becoming the most inclusive employer in the UK.

What are the elements of the Success Profile?



For further details please see [Level 3 of Success Profile Civil Service Behaviours](#)

The application process: what to expect

Application

You need to submit your application via the Civil Service Jobs website - www.civilservicejobs.service.gov.uk, you'll need to complete:

- A CV setting out your career history, with key responsibilities and achievements
- A personal statement (1000 words) utilising the word count given, demonstrating your experience and suitability for the role.

Should you encounter any issues with your online application or if you have issues with the online jobs portal, please contact us (details on final page) within 48 hours.

Shortlisting

We will assess your application against the evidence you have provided within your CV and Personal statement against the Job Description and Person Specification.

All applicants will be notified of the outcome.

Interview and assessment

Interview

You will be invited to attend a panel interview to discuss of your previous experience and professional competence.

We've designed the selection process specifically for this role.

Full details of the assessment process will be made available to shortlisted candidates.

Timeline: Key dates and indicative timeline

Please note that these dates could be subject to change.

Closing date: 8th September 2024

Shortlisting: 9th September 2024

Interviews: 23rd September 2024

Offer: Regardless of the outcome, we will notify all candidates as soon as possible.

Reserve List: A merit list may be created after interviews. If you are successful at interview, you will be placed on the merit list for up to 12 months.



Find out more about working with us

If you want to learn more about what we do, our culture, and what it's like working with us, please see below.

To apply for this role, and to see other vacancies at DVSA, visit Civil Service Jobs:
www.civilservicejobs.service.gov.uk

Find out more about working with us on the Department for Transport careers website:
<https://careers.dft.gov.uk/our-dft-family/driver-vehicle-standards-agency/>

Get more information about DVSA, our work and services, at GOV.UK:
www.gov.uk/dvsa



You can also follow us on social media:



Twitter – [@dvsagovuk](https://twitter.com/dvsagovuk)



Facebook – [DVSAgovuk](https://www.facebook.com/DVSAgovuk)



LinkedIn – [Driver and Vehicle Standards Agency](https://www.linkedin.com/company/dvsa)



Driver & Vehicle
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DVSA
1 Unity Square
Queensbridge Road
Nottingham
NG2 1AY

www.gov.uk/dvsa

If you have questions about the role please contact: nathaniel.aust@dvsa.gov.uk

If you have problems with the online portal or application process please contact:
dftrecruitment.grs@cabinetoffice.gov.uk

Helping you **stay safe** on **Britain's roads**