



Driver & Vehicle
Standards
Agency

External Customer Insight Officer

Reference: 363947

Closing Date: 08 September 2024

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

Salary: £28,119

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 an External Customer Insight Officer, you will support the delivery of DVSA's ongoing programme of customer insight for all vehicle and driver services and products.

The role holder will play a key part in delivering our insight programme, measuring customers' satisfaction with the services that DVSA provides, and researching a variety of topics.

The successful candidate will represent our customers to ensure their voices are heard, supporting the agency in implementing changes to the current processes to improve our customer experiences.

Activities may include:

The External Customer Insight Officer

- is responsible for qualitative and quantitative customer research to support the Senior External Customer Insight Manager.
- will analyse data from multiple sources to make recommendations for improvements to DVSA products and services.
- will provide advice and guidance to managers in DVSA on gathering customer insight and adopting appropriate research methodologies in line with government and industry best practice.
- will collaborate with stakeholders from across the breadth of the agency and be responsible for writing research briefs, designing questionnaires and reporting results that support their stakeholders' needs.
- will contribute to customer insight documents such as customer journeys and personas.

Planning and Project Management

- Manage self and tasks, prioritise work, and provide regular performance and project updates to line manager
- Provide expert information to help the delivery of DVSA's customer satisfaction surveys, whether outsourced to specialist research agencies and consultants, or delivered by the customer insight team in-house
- Manage, design and report on own research projects
- Highlight risks, resolving or escalating appropriately, and making recommendations for mitigating actions
- Provide advice and guidance to managers and make recommendations on how to get the best customer insight to inform customer-led product and service development

Design, Analysis, and Delivery

- Champion evidence and user needs as being primary factors in service and product design and continuous improvement
- Design insight briefs and specifications to assist managers with the procurement, selection and management of third-party customer research agencies
- Understand and interpret requests for insight, deciding on which insight data and sources to use
- Analyse customer data and insight, both quantitative and qualitative, to understand the customer experience and evaluate any areas for improvement
- Contribute to journey mapping and personas across all DVSA products and services to inform improvements and changes
- Provide advice using specialist knowledge to requestors of insight, recommending the most appropriate methodology and ways to conduct the research.

Leadership

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

Internal and External Relationships

Internal

Customer Insight Team (Grade 6, Grade 7, SEOs, EOs):

- Work together with the Customer Insight team to facilitate Business Partnering to service and product managers, ensuring that customer needs are always considered.
- Provide regular written or verbal updates on projects to Grade 7 and senior managers across the team
- Seek advice and guidance from experts in the team

Other teams in DVSA

- Communicate effectively and maintain regular contact with other teams in DVSA where necessary, to seek advice and guidance on business questions, present findings, and recommend insight methodologies.
- Negotiating permission and access to data will be required, for example following a data protection impact assessment, as will seeking subject matter expert advice to help your research.
- Teams include (but are not necessarily limited to):
 - Service policy teams
 - Digital Services and Technology
 - Information Assurance
 - Internal and External Communications
 - Publishing
 - Finance and Corporate Services

- Procurement

External

External research agencies

- Manage relationship with individual researchers and consultants at external suppliers, ensuring that projects are delivering to brief, budget and time.

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 personal statement against the Job Description and Person Specification.

Essential skills and Essential experience

- Knowledge of research methods, questionnaire design, analysis, and reporting
- Experience of customer driven change and improvement activity
- Experience of interpreting qualitative and quantitative data, providing conclusions and recommendations
- Experience of, or ability to learn, specialist software packages (e.g., NVivo, Smart Survey, PowerBi)

Further Information:

This role can be based in [Birmingham](#), [Bristol](#), [Leeds](#), [Newcastle](#), [Nottingham](#) or [Swansea](#), 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.

There will be a requirement for some travel to other DVSA sites around the UK which could include overnight stays.

Please take note that DVSA does not hold a UK Visa & Immigration (UKVI) Skilled Worker License sponsor and are unable to sponsor any individuals for Skilled Worker Sponsorship.

Success profiles

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

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

- Delivering at Pace
- Changing and Improving
- Communicating and Influencing

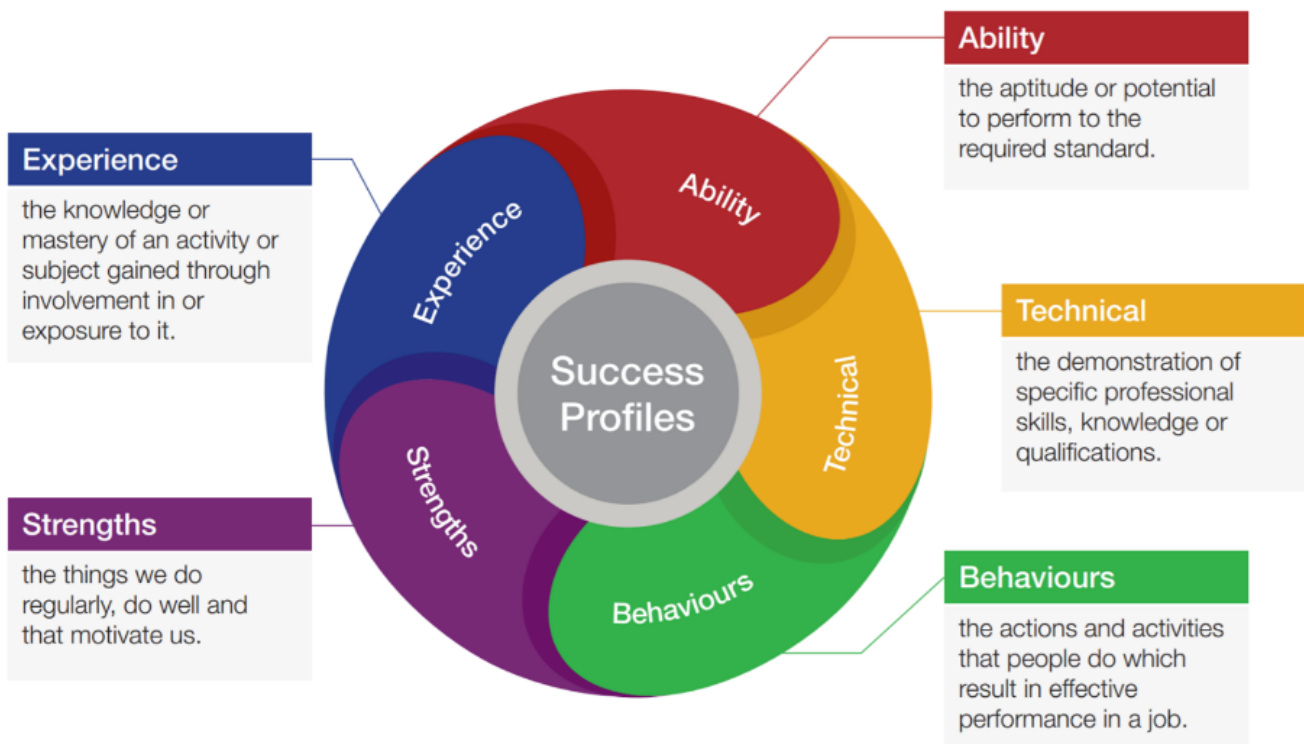
Success Profile Level 2

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 2 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 personal statement (750 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 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: 08 September 2024

Shortlisting: 09 – 11 September 2024

Interviews: from 25 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
Standards
Agency

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Queensbridge Road
Nottingham
NG2 1AY

www.gov.uk/dvsa

If you have questions about the role please contact: alison.nixon@dvsa.gov.uk

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