



policy and communications manager

reporting to – head of department (stakeholder team)

direct reports – policy and communications advisers, policy and communications coordinators

working hours – full time is 35 hours a week. You'll agree your working pattern with your manager.

the purpose of your role

Helping the ombudsman service have relevant and meaningful relationships, both internally and with the people and organisations who have an interest in what we do – sharing what we're seeing and hearing to ensure we build the best ombudsman service in the world.

The stakeholder team manages the ombudsman service's strategic relationships and communications – both internal and external. We work particularly closely with the chief executive and chief ombudsman, as well as other senior leaders, to support their strategic engagement.

Working closely with other managers across the stakeholder team, you'll oversee people, projects or core pieces of our work – sometimes a combination of the three. Acting as our “eyes and ears”, you'll help us to understand our stakeholders' needs and have meaningful conversations – both inside and outside the ombudsman service. You'll also help oversee how we gain and share relevant insight to add perspective and context to our work.

As a hands-on manager, you'll help manage and develop the wider stakeholder team through coaching, sharing knowledge and giving feedback in the moment – encouraging continuous improvement. And you'll provide support to our senior leaders, helping us deliver on our organisation's wider objectives – and build a reputation and brand which reflects our values.

how we'll measure your success

- your performance against your objectives, which you'll agree with your manager
- your ability to build knowledge and capability, working flexibly across the stakeholder team
- how you can demonstrate you've used resources effectively and got value for money
- the ways you've reviewed and improved the service the stakeholder team delivers
- feedback from stakeholders, your team, colleagues and your manager
- how you've role modelled the behaviours we expect of everyone every day



you're accountable for...

our customers - our people - our reach - our service

- contributing to the management of at least one core area of the stakeholder team's varied work – such as external relations, content and insight, internal communications, organisational strategy, or corporate services – by getting things done to the highest standard, efficiently and on time
- working collaboratively with colleagues to monitor and build relationships with our stakeholders – which might include government, regulators, financial businesses, consumer organisations and the media, as well as internal colleagues – and to oversee the capturing, analysis and sharing of insight
- understanding the context and wider environment in which we operate – including what's driving industry, political and media agendas, as well as trends and how people feel about us more generally – proactively looking out for risks and using judgement in managing and escalating these
- inspiring confidence and being an ambassador for our service by communicating and influencing in a clear, balanced and thoughtful way – over the phone, online, in writing, and in person – using the right channel to engage people in what matters and ensure messages are consistent
- playing a part in leading, coaching and motivating the stakeholder team – making people feel proud to work here and building their skills and knowledge, while proactively monitoring and managing performance and addressing issues effectively
- embracing the wide ranging work of the stakeholder team – and caring about the confidential and personal data you'll be handling and treating information like this with discretion and sensitivity

your experience includes...

- having successfully managed or provided professional leadership to a team – challenging and inspiring people to exceed expectations
- being in tune with what's going on in the world – picking up insights through strong relationships and using common sense and judgement to analyse and interpret information
- influencing and persuading across a range of stakeholders and at a senior level – understanding how best to engage with a variety of audiences
- communicating complex or sensitive messages in writing – being clear, engaging and accurate
- planning and prioritising in a busy and changing environment – caring about achieving results as a team while being flexible
- having worked or gained specialist expertise in one or more of the following areas (our job advert will highlight the area(s) we are particularly interested in at any given time):
 - policy, government and public affairs
 - advocacy
 - public relations and marketing
 - copywriting, editing and publishing (online or print)



- research and investigation
- the media
- internal communications and engagement
- corporate governance and support

we are the ombudsman ...

We use our professionalism, knowledge and experience to guide all our actions and decisions. This means we're proud to:

make fair decisions that *feel*/fair

- we listen to understand so we can get to the heart of a problem and show we care
- we take personal responsibility to get things done with practicality and efficiency
- we understand that all our actions and decisions need to make sense and be trusted

put people first

- we use our tone – which helps us look, feel and sound human, thoughtful and balanced – carefully and consistently in everything we do
- we recognise everyone's different and tailor how we work to take individual needs into account
- we want to know and care about the world around us, because it's vital we stay relevant and accessible

make things better

- we're proud and enthusiastic about making a positive difference through our work
- we have the knowledge and confidence to challenge things that don't feel fair
- we're flexible and resilient – adapting quickly to change and keeping up the momentum

provide value

- we understand the value of our knowledge and share it to help others as well as learn from our own experiences
- we value teamwork and the contributions others make, and together we improve things that aren't working as well as they could
- we have a budget and commitments to meet – so we care about the resources we use and the money we spend