

Policy and communications adviser

Reporting to – policy and communications manager

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. Your role focuses on a core area of the stakeholder team's work – such as external relations, content and insight, internal communications or corporate services. But you'll need to work across the stakeholder team, sometimes on particular projects, to keep things joined up.

Acting as our “eyes and ears”, you'll help us to understand our stakeholders' needs and have meaningful conversations – inside and outside the ombudsman service. You'll use critical thinking to get to the bottom of the issues involving our stakeholders. You'll do this by weighing up benefits and risks, as well as having the confidence and credibility to influence others – to help us reach creative and considered solutions, often within tight deadlines. You'll also help us gain and share relevant insight to add perspective and context to our work. And you'll provide support to our managers and 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 work flexibly across the stakeholder team
- How you can demonstrate you've used resources effectively and got value for money
- Feedback from stakeholders, your team, colleagues and your manager
- The ways you extend your knowledge – and how you share what you know
- How you demonstrate the behaviors we expect of everyone working here every day

You're accountable for...

policy and communications adviser – May 2019

Our customers - our people - our reach - our impact - our service

- 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 help capture, analyse and share 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
- Prioritising and organising a varied workload and doing what it takes to get things done – whether it's answering individual questions from stakeholders or producing broader communications and pieces of work
- 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...

- 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 – 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
- Being personally accountable for getting the detail right, while still seeing the bigger picture
- 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

What we expect of everyone working here ...

We put people first in everything we do

- Before we do anything, we think of the impact it will have on the person we're dealing with – and on how it will make them feel
- We recognise people's different backgrounds – and we adapt our processes to help meet their individual needs
- We let people know where they stand – even where the outcome might not please everyone
- We each take responsibility for moving things forward – guided by common sense and pragmatism

We make fair decisions that *feel* fair

- We use our knowledge and experience of what's fair to guide all our actions and decisions
- We have the confidence to challenge things that don't feel fair
- We get to the heart of the problem – and put things in perspective
- We understand the impact of our decisions on people's lives

We communicate as people

- We make sure people feel listened to – so they trust our actions and decisions as thoughtful, unbiased and fair
- We're straightforward, friendly and human – never hiding behind jargon or complicated words
- We understand that communication is two-way – and move things forward through open, honest conversations
- We're confident in using the ombudsman's tone of voice – and apply it consistently
- We anticipate the impact of what we're saying and give difficult messages sensitively

We want to make things better

- We're proud of the work we do at the ombudsman – and we each play our part with energy and enthusiasm
- We're always looking for ways to widen our own understanding and
- Experience – to help us do our job better
- We notice things that aren't working as well as they could – and we're

committed to helping improve them

- we're flexible and resilient – keeping a cool head under pressure and adapting quickly to change

We care about the world around us

- For people to have confidence in us, we're each accountable and responsible for our own individual actions
- We listen to different points of view – and we value teamwork and the contributions others make
- We respect each other and the resources we use

We share what we know

- We ask thoughtful questions and listen to other people – so we can learn to do our job more effectively
- We recognise that knowledge is only useful if it's shared – and we help others widen their understanding and experience