



Ministry  
of Defence

de&s

*Candidate Pack*

# ***Deputy Director of Communications & Engagement***

*Senior Civil Service Pay Band 1*

*Closes 5th November 2024*



**YOUR AMBITION  
LEADS HERE**



## WELCOME MESSAGE

### **Thank you for your interest in the Deputy Director of Communications and Engagement role at DE&S:**

This is a key senior appointment in our organisation, leading activity to build and protect DE&S' reputation with key stakeholders including employees, parliamentarians, media and the general public.

The role has responsibility for ownership and development of DE&S' key communications assets and channels and is accountable to the Director Strategy & Corporate Affairs.

This is an opportunity to join a critical post in an organisation making a material difference to defence of the UK homeland, at a hugely pivotal moment in its development, looking both externally across wider MOD and UK defence, and internally to our change programme.

To be successful you will have experience of operating at a strategic level in a large and complex organisation and working effectively as part of a multidisciplinary leadership team, often managing competing priorities across a range of internal and external stakeholders.

You will demonstrate the ability to be a key player in the DE&S business, leading communications and engagement activity across the business, meeting both corporate requirements and delivering enabling services.

Defence Equipment and Support delivers and sustains capability for His Majesty's Armed Forces. We also play a major role in the prosperity of the UK by spending £8 billion every year on UK contracts, supporting more than 88,000 jobs.

As a leader in the business, you will also have a pivotal role in creating a diverse and inclusive environment where everyone can flourish, supporting transformation of the business, and specifically the corporate organisation.

This is an exciting time for DE&S, and we look forward to discussing with you how you might become part of our journey during the recruitment process



*Michelle Pester & Katherine Carr,  
Director Strategy & Corporate  
Affairs DE&S*

*INSIDE YOU'LL FIND ...*

- ▶ About us..... p4
- ▶ About the role..... p8
- ▶ About you..... p10
- ▶ The application process..... p11
- ▶ Contact us ..... p14



“ THIS IS AN EXCEPTIONAL OPPORTUNITY FOR A **DYNAMIC, COMMITTED AND INCLUSIVE** LEADER TO JOIN US AND MAKE A LASTING **IMPACT** ”

- **DR JILL HATCHER**, Director General Corporate

## OUR ORGANISATION

### Equipping and supporting the UK's Armed Forces

The global threat picture is ever changing and is becoming even more demanding given our adversaries' intent. Across DE&S we strive to ensure the UK is able to meet its strategic aims for national security and foreign policy in the face of this challenge; to be 'secure at home and strong abroad'. We're a highly specialised part of the Ministry of Defence. From the procurement of aircraft carriers, food, clothing and tanks to fighter jets, we ensure our UK Armed Forces have the equipment and support they need to carry out their tasks effectively.



Headquarters, Abbey Wood, Bristol



We employ over **11,500** talented civil servants, military personnel and private contractors across more than **150 locations** around the world



Every year we deliver a programme of work worth over **£10 billion**



We deliver over **80%** of the MOD's largest and most complex equipment projects



We spend over **£8 billion** every year on UK contracts which supports over **88,000 jobs**

Check out our new [Corporate Plan](#) for more on how we're "delivering the edge through people, technology and innovation".



Our four values are woven through everything we do. We use these values to define the high standards we aspire to, and the successes that we celebrate:



**Excellence.** We constantly seek new and innovative ways to be better. We deliver on our promises.



**Collaboration.** Together we are stronger. We deliver more success through shared goals and mutual support.



**Inclusivity.** Everyone matters. We feel and offer respect, value and acceptance. We seek out diversity of thought and perspective.



**Integrity.** We are trusted. We hold ourselves accountable for outcomes – good and bad.

## OUR BEHAVIOURS

Behaviours are at the heart of how we operate, and our Senior Leaders take a servant leader role and play a key part in both embodying and driving this culture. All of our leaders at DE&S are committed to the following behaviours:

- ▶ **Being accountable** - Exercising measured judgement and owning tough decisions.
- ▶ **Being a positive role model** – Collaborating, sharing success, providing challenge, encouraging people to be inquisitive and innovative, supporting people in taking calculated risks and delegating control. Respecting decisions and considering personal wellbeing alongside the needs of the business. Recognising and rewarding positive behaviours.
- ▶ **Fostering autonomy and choice** – Ensuring people feel empowered to work in the way that best suits them to be productive and deliver the best possible outcomes for defence.
- ▶ **A proactive commitment to diversity and inclusion** - Being open to learning new skills, actively seeking out diverse perspectives, supporting under-represented groups. Embracing a needs-based and person-centred approach.
- ▶ Demonstrating passion to **change things for the better** – continuously looking for ways to improve and then driving that change.



Find out more about DE&S behaviours here - [DE&S Success Profile framework](#)



*Diversity and inclusion is fundamental to our growth and success*



*“Together, we’re taking proactive, determined steps to improve diversity across our organisation. Throughout my career I’ve been passionate about inclusion and I’m proud to be a positive advocate for women.”*

**- Jo Osburn**, Director People,  
and DE&S Diversity Co-Champion

**We’re championing diversity and inclusion at all levels – so we can all be at our best**

In DE&S, we believe that through true diversity we can build an inclusive and innovative environment, where our employees and our organisation can thrive. We’re home to a wide range of employee networks, from the Women’s Inclusive Network and the Race and Culture network, to the Pride, Neuro Inclusivity, Parents and Social Mobility and the Disability networks. These networks are a great place for people to connect, and have their opinions heard. They run a wide range of activities, ensuring their members are part of key conversations and raising important issues across our community, to advance our inclusion journey and help everyone feel like they belong.

Each of our networks is championed by a member of our senior leadership team. Your role as a leader will be to ensure our people can be the very best they can be, every day.

OUR NEW OPERATING MODEL

**Deputy Director of Communications & Engagement**  
this role sits within Corporate.

**System Integration**

System Integration works across DE&S to make sure that equipment, systems and services fit together as a whole.

**Gateway**

The single entry-point for all client requirements. By engaging early with our Defence partners and clients, the Gateway provides insights and support to our armed forces to prioritise and set up projects for success from the start.

**Core Delivery**

Core Delivery provides our Armed Forces with the equipment and services they need, supported through life. It maximises equipment availability and safety, through standard and reliable processes, allowing for upgrades and the incorporation of new technology.

**Corporate**

Corporate provides DE&S with essential strategy, planning and governance as well as the shared business services which support delivery.



## ABOUT THE ROLE

# Deputy Director of Communications and Engagement

### Location

Your Permanent Duty Station will be DE&S Main office in Abbey Wood, with regular travel to MOD Main Building, London. Occasional UK Travel may also be required.

### Contract

Permanent, Full-time, alternative working patterns including job shares will be considered

### Salary

£87,300 - £97,000 per annum for external candidates

- Civil Servants applying on promotion into the SCS will receive the higher of up to a 10% increase on current salary or the [SCS pay band 1 minimum](#)
- All SCS applying on level transfer will remain on their current salary.

Further information - including pay guidance for existing civil servants - can be found [here](#).

### Bonus

You will be eligible to earn a non-pensionable, non-consolidated performance-related award. Currently, this is up to 30% for this role and is dependent upon personal and organisational performance, this may be subject to change.

### Vetting

The role requires Security Clearance (SC), which can be obtained following success in the campaign.

### Hybrid Working

We're proud to champion hybrid working, to support our people with work-life balance, while ensuring we meet our mission. Working flexibly between your home and the office - together, we'll find a balance that works for us both. There is a general expectation that senior leaders will spend at least 60% of their time attending MoD premises in person.





### ROLE RESPONSIBILITIES

#### **The Deputy Director of Communications and Engagement has the following areas of responsibility:**

- Lead activity to build and protect DE&S' reputation, developing and executing DE&S' communications and engagement plan, to deliver on organisational objectives, aligned to Departmental objectives and Ministerial direction (interface via DDC).
- Develop and embed approaches to improve DE&S' brand to aid attraction to the organisation, engage employees, build advocacy amongst stakeholders, maintain mission partner confidence and ultimately deter our enemies. This will need proactive management of stakeholders, both internally and externally, to enhance the reputation of DE&S with credibility and confidence.
- Lead delivery of services to meet Department of State responsibilities, to manage parliamentary correspondence, meet transparency obligations, and assure effective public scrutiny of the organisation, including timely and accurate responses to FOI, PQ and TAO correspondence; effective planning and management of Ministerial Submissions across the organisation; and effective preparation and briefing of Seniors Civil Servants for meetings with parliamentarians and public scrutiny interventions
- Aligned to communications plan, develop and deliver campaigns and communications, engagement and policy secretariat outputs, to meet the needs of the organisation and its stakeholders, aligned to DDC guidelines, mobilising delivery across the organisation. This includes: the development and implementation of communications plans; delivery of large-scale events; delivery of publications; and management of communications channels to reach and positively engage DE&S staff.
- Act as the Authority for both Communications and Policy Secretariat sub-professions establishing standards, articulating resources and training needs, owning related processes and procedures and overseeing policy and related Enabling Services, in line with the maturing Corporate Portal and DE&S' end to end services.
- Mobilise effective stakeholder engagement for DE&S across the Department, wider Government and externally, and individually build and maintain excellent stakeholder relationships, including with counterpart roles in industry.
- Oversee effective delivery of 24/7 news service in partnership with DDC, in order to respond to external issues with consistent messaging, professionally presented and accurate releases and statements which build and protect the organisation's reputation.
- Responsible for key DE&S assets including DE&S Internet and DE&S Intranet.
- Provide advice and briefings up to CEO level.



**ESSENTIAL CRITERIA** - *What are we looking for?*

To be successful with your application, you'll need to be able to demonstrate the following **essential** criteria:

- A proven track record of values-based leadership, including a proactive commitment to diversity & inclusion with demonstrable experience of maintaining a psychologically safe, positive and inclusive environment.
- Confident in leading people, challenging cultures and leading change.
- Demonstrable experience of leading communications, engagement and/or policy secretariat teams to build reputation and brand advocacy.
- Experience leading / managing media in a complex environment.
- Demonstrable experience driving employee engagement through communications activity.





## HOW TO APPLY

**DE&S has appointed Veredus as an executive search firm for this appointment and they will manage the campaign.**

This is an external competition open to candidates with a background in either the public or private sector.

To apply for this post, you will need to submit the following documents, via the Veredus website – [LINK](#) quoting the reference number & job title: "17327 – Deputy Director of Comms & Engagement" by 23:59 on Tuesday 5th November 2024.

- \*A **CV** setting out your career history, with key responsibilities and achievements. Please ensure you have provided reasons for any gaps.
- \*A **Supporting Statement** (no more than two pages) outlining how you consider your personal skills, qualities and experience match the requirements of the person specification.
- \*A completed **Diversity Monitoring Form** All monitoring data will be treated in the strictest confidence, will not be provided to the selection panel and will not affect your application in any way. If you do not wish to provide a declaration on any of the particular characteristics, you will have the option to select 'prefer not to say' (via [this link](#) )[CLICK HERE TO COMPLETE THE DIVERSITY MONITORING FORM](#)
- \*A completed **Candidate Supporting Information Form** (via [this link](#)) [CLICK HERE TO COMPLETE THE CANDIDATE SUPPORTING INFORMATION FORM](#)
- A completed **Disability Confident Scheme Form** – if applicable.
- A completed **Conflict of Interest Form** - if applicable
- This vacancy is part of the Great Place to Work for Veterans initiative. Please indicate if you are applying through this scheme on the **Candidate Supporting Information Form**

**\*Please note only complete applications that include all 4 requested documents will be considered\***

### Key Information

- The information you provide when submitting your application will help us monitor our progress towards the Civil Service becoming the most inclusive employer.  
**For more information, see the [Civil Service Diversity and Inclusion Strategy](#)**
- Word versions of the forms can be found on the Veredus website under **17327** Supporting Documentation for ease of completion.
- At Veredus, we take care to protect the privacy of our candidates and clients. To read more about how we collect, store and share your data please read our privacy notice which can be accessed here: [www.veredus.co.uk/privacy-and-cookies](http://www.veredus.co.uk/privacy-and-cookies)
- Further information - including pay guidance for existing civil servants - can be found [here](#).
- Complaints - This competition is regulated by Civil Service Commission. The law requires that selection for appointment to the Civil Service is on merit on the basis of fair and open competition as outlined in the Civil Service Commission's Recruitment Principles. If you feel your application has not been treated in accordance with the Recruitment Principles, and you wish to make a complaint, please email [DESHR-WSC-PMOCOMPLAINTS@mod.gov.uk](mailto:DESHR-WSC-PMOCOMPLAINTS@mod.gov.uk) in the first instance. If you are not satisfied with the response you receive from the MoD, then you may take your complaint to the Civil Service Commission: <http://civilservicecommission.independent.gov.uk/making-complaint>
- Please note, any expenses incurred by candidates as part of the recruitment process are not refundable



### OUR ASSESSMENT PROCESS

We have tailored our assessment process to allow a more balanced scoring of our applicants across all stages of recruitment. This means that applicants receive a score against each stage, and each stage has a weighted outcome towards the overall final assessment score.

#### **Stage 1: Application & Shortlist (weighting of 10%)**

You will receive an email acknowledgment of your application. As part of your application, you will submit your CV and Supporting Statement, from which the panel will consider the evidence you have provided against the essential criteria set out at page 10 of this candidate pack, they will then score how well you have demonstrated this and select a shortlist of applicants accordingly. The full timeline on the next page indicates the date by which decisions are expected to be made and all candidates will be advised of the outcome as soon as possible thereafter.

#### **Stage 2: Staff Engagement Exercise (weighting of 20%)**

If you are shortlisted for interview, you will be asked to complete a Staff Engagement Exercise. Where you will be asked to deliver a 10 minute presentation (subject will be shared with you following shortlisting) to a small audience of DE&S employees. During this session, DE&S colleagues will have the opportunity to ask you questions and following the session will score you on your presentation. This assessment is designed to provide more insight into you as an engaging leader and will contribute to the panel's decision on who to appoint following interview. You will also be asked to complete a Psychometric Leadership Questionnaire which will not contribute to the assessment score, but will assist the panel in forming interview questions.



OUR ASSESSMENT PROCESS

**Stage 3: Presentation (weighting of 20%)**

Shortlisted candidates will be asked to deliver a face-to-face presentation to the panel on a pre-arranged subject at the start of their interview. The presentation will be scored separately by the panel and will contribute to the final candidate score.

**Stage 4: Interview (weighting of 50%)**

Shortlisted candidates will be asked to attend a face-to-face panel interview to have an in-depth discussion of their previous experience and professional competence in relation to the essential criteria set at page 10 of this candidate pack. The interview will be scored separately by the panel to contribute to final candidate scoring.

**Stage 5: Offer**

Following the final interview candidates will have their total scores calculated and the order of merit will be determined from this. The candidate who's scored the highest overall will be offered the role and reserves will be determined from highest to lowest appointable score. Should a candidate score below our appointable benchmark they will be unsuccessful and un-appointable. Candidates will be notified of the outcome, as soon as possible after the final interview.



## TIMELINES

### How long does the process take?

Please find an indicative timeline below. We will try and offer as much flexibility as possible, however it may not always be possible to offer alternative dates for interviews. Please note these dates may be subject to change.

	<i>Indicative timelines</i>
Closing Date	Tuesday 5th November 2024
Longlist	Friday 8th November 2024
Shortlist	Thursday 21st November 2024
Panel Interviews (face to face in Bristol, Abbey Wood)	5th/6th December 2024



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**ANY**

***QUESTIONS?***

Thank you for your interest in joining DE&S. If you'd like to discuss the role in more detail before submitting your application, please contact Stephen Womersley [Stephen.Womersley@veredus.co.uk](mailto:Stephen.Womersley@veredus.co.uk)