



Civil Service



Department for
International Trade

Director, GREAT Britain Campaign

Department for International Trade

SCS Pay Band 2

Reference: OAGATA



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Why join the Department for International Trade?

Toby Orr, Director of Communication and Marketing

“ I’m looking for a talented leader with a clear vision of how to take the GREAT Britain Campaign to the next level after seven successful years ”



This high-profile role offers the opportunity to lead the Government’s most ambitious international marketing campaign ever, showcasing the very best of what our whole nation has to offer in order to encourage the world to visit, study and do business in the UK.

DIT is the UK’s international economic department. This role provides an unparalleled opportunity to lead on a campaign vital to the UK’s future prosperity, designed to maximise both immediate and longer-term economic returns for the UK.

I’m looking for an individual with deep communications expertise who has a clear vision of how to take the GREAT Britain Campaign to the next level after seven successful years that have generated a significant return for the UK economy. You will need an excellent understanding of how the market has changed in recent years and how best to anticipate further changes to drive the future success of the campaign.

The GREAT Britain Campaign Director will lead a team responsible for ensuring the GREAT Britain Campaign is perceived and

used widely as a national asset, capable of supporting both DIT and the wider Government’s agenda of promoting the UK to the world. You will need to bring creative flair and insight to the role, to win support from, and deliver through, important partners across Government.

To be successful in this exciting and rewarding post, you will have finely tuned communication and leadership skills. As a visible leader, you will be able to motivate and develop your team to create a high performing team culture. You will work closely with the senior leadership team to embed the ‘DIT Spirit’ of being Expert, Enterprising, Engaged and Inclusive.

If you thrive in an exciting and complex environment and can bring the experience and skills needed to succeed in this challenging role, then I would warmly welcome an application from you.

Best wishes,

Toby

About the Department for International Trade

The Department for International Trade (DIT) helps businesses export, drives inward and outward investment, negotiates market access and trade deals, and champions free trade.

DIT is the international economic department responsible for bringing together policy, promotion and financial expertise to break down barriers to trade and investment and help businesses succeed, delivering a new trade policy framework for the UK as it leaves the EU. DIT promotes British trade and investment across the world and is building the global appetite for UK goods and services. DIT has laid important foundations for the delivery of an independent trade policy

after the UK leaves the EU, and DIT has continued to help businesses discover, access and exploit export and investment opportunities, boosting the UK economy.

The department's four strategic objectives are to:

- Support and encourage UK businesses to drive sustainable international growth;
- Ensure the UK remains a leading destination for international investment and maintains its number one position for international investment stock in Europe;
- Open markets, building a trade framework with new and existing partners which is free and fair;
- Use trade and investment to underpin the government's agenda for a Global Britain and its ambitions for prosperity, stability and security worldwide.

Its fifth enabling objective is to:

- Build DIT as an effective international economic department where our people are expert, enterprising, engaged and inclusive.

DIT delivers these through a wide range of activities, products and digital services designed to help businesses take full advantage of global opportunities, helping them to succeed internationally as the UK shapes its own trade agenda and takes its place on the world stage as a great, global trading nation.

Useful link

Further information on the Department for International Trade can be found [here](#).

About the Government Communication Service

Alex Aiken, Head of Government Communications Function



In this role you will be part of the Government Communication Service and one of its senior leaders across Whitehall. The Government Communication Service (GCS) is the professional body for people working in communication roles across government. Their aim is to provide an exceptional standard of professional practice in support of the government, implementing the priorities of the Prime Minister and the Cabinet to build a stronger economy, a fairer society, a United Kingdom and a global Britain.

GCS draws together professional communicators from across the UK to support the work of 25 ministerial departments, 21 non-ministerial departments and over 300 agencies and other public bodies. exceptional public service.

For further information about the GCS visit their website <https://gcs.civilservice.gov.uk/>.

The role of the Civil Service Commission

What is the role of the Civil Service Commission in relation to recruitment into the Civil Service?



The Civil Service Commission has three primary functions:

- to provide assurance 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](#). For the most senior posts in the Civil Service, the Commission discharges its responsibilities directly by overseeing the recruitment process and by a Commissioner chairing the selection panel.
- to hear and determine appeals made by civil servants under the Civil Service Code which sets out the Civil Service values – Honesty, Integrity, Impartiality and Objectivity – and forms part of the relationship between civil servants and their employer.
- Civil Service Commissioners chair selection panels for all external recruitment competitions at Senior Civil Service Pay Band 2 (Directors), Pay Band 3 (Director General) and Permanent Secretary levels. An external competition is one that is advertised outside the Civil Service and candidates who are not existing civil servants may apply.

Diversity & Inclusion

We passionately believe in equality, diversity & inclusion and we match that belief with action.



Promoting an environment that welcomes and values diverse backgrounds, thinking, skills and experience – and which enables everyone to thrive, fulfil their potential and produce their best work – is core to the long-term success of DIT. The DIT Diversity and Inclusion Action Plan, endorsed by the Executive Committee, sets out what is required from leaders, managers and staff across DIT to help make the department diverse and inclusive, in every aspect of its work and this is one of our core values.

The DIT Diversity and Inclusion Action Plan has been created in collaboration with our employee networks. We recognise their support and contributions are vital to achieving our aims and ensuring we play our part in the Civil Service ambition of being the most inclusive employer in the UK by 2020.

Creating an inclusive and diverse department focuses on supporting the wider ambition of creating a 'Brilliant Civil Service' and becoming the UK's most inclusive employer. In line with this, we

are undertaking targeted activities on recruitment, retention and supporting underrepresented groups to achieve their full potential.

As a Disability Confident, Level 3, employer, we positively welcome applications from disabled people. We are committed to making reasonable adjustments wherever possible to ensure that disabled people can participate fully in the recruitment and selection process so please specify these in your application.

We will also consider any reasonable adjustments to enable any applicant with a disability to meet the requirements of the post. These are our legal requirements under the Equality Act 2010.

We offer a guaranteed interview scheme for all disabled applicants who provide evidence of meeting the minimum essential requirements necessary for the post, as set out in this applicant pack. You will be asked to indicate if you are applying under this scheme when you submit your online application.

About the role

GREAT Britain Campaign Director

Job Title

GREAT Britain Campaign Director

Vacancy Reference

OAGATA

Location

This is a London based role but please note the requirements for travel and level of flexibility we are able to offer prospective candidates, as set out on page 15.

Grade and Salary

This is a Senior Civil Service Pay Band 2 role.

External applicants can expect to achieve between £100,000 - £115,000 per annum.

Standard pay rules apply for existing civil servants.

Contract Type

This role is being offered on a permanent basis.

The Role

The Director of the GREAT Britain Campaign ("GREAT") is expected to lead the Government's most ambitious international marketing campaign

ever, showcasing the very best of what our whole nation has to offer, in order to encourage the world to visit, study and do business in the UK.

At a crucial time for the UK, this role provides an unparalleled opportunity to lead on a positive agenda vital to the UK's future prosperity, on a campaign that is viewed by industry experts and competitors as best-in-class. GREAT is designed to maximise both immediate and longer-term economic returns for the UK.

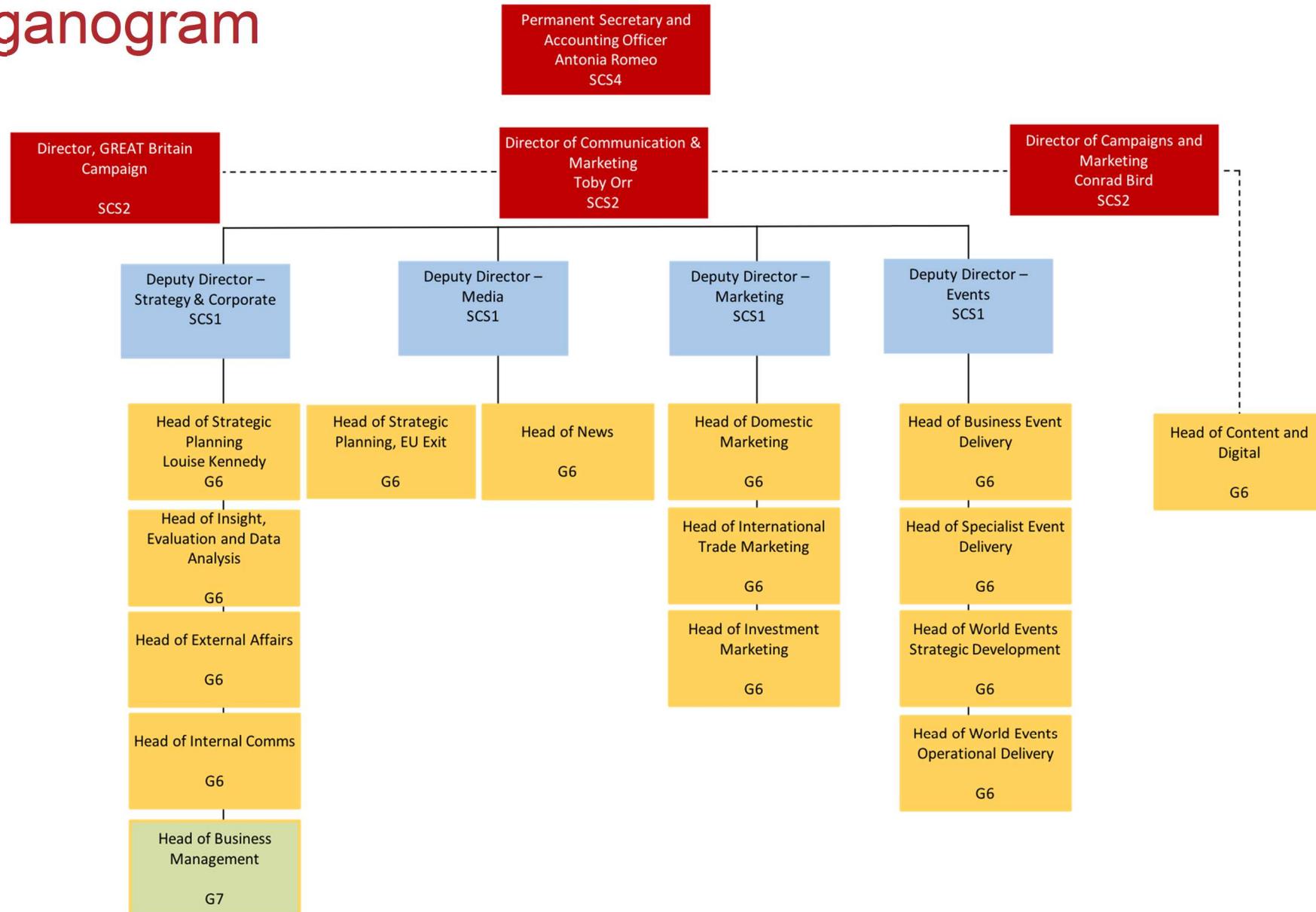
GREAT is active in 144 countries around the world, can count on more than 500 private sector partners and has generated a significant return for the UK economy. The postholder will enjoy significant autonomy in discharging their team's £60 million budget and resources. The Director will lead a small dedicated GREAT team, relying heavily on cross-government partners to deliver results.

Key Responsibilities

- Demonstrating inspirational leadership to direct and deliver every aspect of the GREAT Britain campaign as the Senior Responsible Officer (SRO);
- Ensure the governance, budget control and delivery of the GREAT Britain campaign conforms to the highest professional and governance standards;

- Harnessing and leading the collective delivery efforts of up to 21 of Her Majesty's Government's (HMG) public bodies and related organisations in the UK and overseas to deliver against a range of measurable objectives;
- Provide high-quality advice on the role and future of the GREAT Britain Campaign to a wide range of senior stakeholders;
- Drive creative thinking across the campaign so it remains fresh, relevant, effective and diverse;
- Maintain and generate significant new partnerships with the private sector, contributing to the campaign's overall targets and to support the campaign's long-term strength;
- Manage relationships with multiple stakeholders in the public and private sector.
- Advise delivery partners on how to develop and deliver domestic and global campaigns against GREAT initiatives effectively, using a powerful combination of channels based on audience insight;
- As part of the Government Communication Service (GCS), ensure the profession is both respected and world-class, inspiring and supporting colleagues across the GCS and HMG's international networks to improve their skills and capabilities.

Organogram



Person Specification

“You will need to demonstrate your passion, creativity and vision for driving the GREAT Britain Campaign into its next phase”

It is important that, through your CV and supporting statement, you give evidence and examples of proven experience of each of the selection criteria detailed.

This role is complex and challenging. To be successful in this role you will need to demonstrate your passion, creativity and vision for driving the GREAT Britain Campaign into its next phase.

The successful candidate will be able to demonstrate:

- Experience of leading large-scale, fully-integrated campaigns nationally or internationally;
- Evidence of a mastery of key communication disciplines, from branding and advertising to digital and PR;
- Ability to successfully navigate complex environments and deliver through effective and collaborative partnerships across organisational boundaries;
- Outstanding stakeholder management and influencing skills with the ability to collaborate and engage with a wide range of senior stakeholders across both the public and private sectors; including at the highest levels (C-Suite in the private sector, Cabinet Minister within government);
- Ability to provide inspiring, strong and visible leadership to develop a talented, diverse and engaged workforce.

Desirable criteria:

- A strategic thinker who is able to prioritise resource to deliver effectively
- Delivery of integrated, compelling and creative campaigns
- A high degree of political acumen and judgment

If this is you, then your skills and experience could be what we are looking for.

Benefits of working for the Civil Service

Whatever your role, we take your career and development seriously, and want to enable you to build a really successful career with the Department and wider Civil Service. It is crucial that our employees have the right skills to develop their careers and meet the challenges ahead, and you'll benefit from regular performance and development reviews to ensure this development is ongoing. As a Civil Service employee, you'll be entitled to a large range of benefits.

Equality Diversity and Inclusion

The Civil Service values and supports all its employees.

For example, we have strong and pro-active staff networks, special leave policies for hospital appointments, reasonable adjustments put in place for those who need them, and diversity talent programmes to help everyone irrespective of background, to achieve their potential.

Pension

Your pension is a valuable part of your total reward package.

A competitive contributory pension scheme that you can enter as soon as you join where

we will make a significant contribution to the cost of your pension; where your contributions come out of your salary before any tax is taken; and where your pension will continue to provide valuable benefits for you and your family if you are too ill to continue to work or die before you retire. Visit www.civilservicepensionscheme.org.uk for more details.

Generous Annual Leave and Bank Holiday Allowance

25 days annual leave on entry, increasing on a sliding scale to 30 days after 5 years' service. This is in addition to 8 public holidays.

This will be complimented by one further day paid privilege entitlement to mark the Queen's Birthday.

Staff Wellbeing

Flexible working (including job share partnerships) with access to Flexible Working Schemes allowing you to vary your working day as long as you work your total hours.

Generous **paid maternity and paternity leave** which is notably more than the statutory minimum offered by many other employers.

Childcare benefits (policy for new employees as of 5 April 2018): The government has introduced the Tax-Free Childcare (TFC) scheme. Working parents can open an online childcare account and for every £8 they pay in, the government adds £2, up to a maximum of £2000 a year for each child or £4000 for a disabled child. Parents then use the funds to pay for registered childcare. Existing employees may be able to continue to claim childcare vouchers, so please check how the policy would work for you [here](#).

Onsite facilities Opportunity to use onsite facilities including fitness centres and staff canteens, where available.

Season Ticket and Bicycle Loan

Interest-free loans allowing you to spread the cost of an annual travel season ticket or a new bicycle.

Sick Pay

Occupational sick pay is available in line with departmental policies.

The Recruitment Process

Application

Saxton Bampfylde, an executive search agency, have been appointed to assist with this appointment.

To apply for this post, you will need to submit the following documentation to www.saxbam.com/appointments, using the code OAGATA by no later than 2nd August 2019 at 11.59pm:

1. A **CV** setting out your career history, with key responsibilities and achievements. Please ensure you have provided reasons for any gaps within the last two years.
2. A **Statement of Suitability** (no longer than two pages) explaining how you consider your personal skills, qualities and experience provide evidence of your suitability for the role, with particular reference to the criteria in the person specification.

Failure to submit both a CV and Statement of Suitability will mean the panel only have limited information on which to assess your application against the criteria in the person specification.

Please ensure that both documents contain your full name.

3. A completed **Diversity Monitoring Form**. 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'.

As part of the online application process, you will be asked a number of diversity-related questions. The information you provide

when submitting your application will help us monitor our progress towards the Civil Service becoming the most inclusive employer by 2020. See the [Civil Service Diversity and Inclusion Strategy](#) for more information.

Should you encounter any issues with your online application please get in touch with us by calling Belinda Beck on 020 7227 0880.

Shortlist

- You will receive an acknowledgment of your application through the online process.
- A panel, including the hiring manager, will then assess your application to select those demonstrating the best fit with the role by considering the evidence you have provided against the criteria set out in the '[Person Specification](#)' section. Failure to address any or all of these may affect your application.
- The panel will be chaired by Jan Cameron, Civil Service Commissioner and will include:
 - Toby Orr, (Director of Communication and Marketing, DIT);
 - Alex Aiken, (Executive Director, Government Communications);
 - Dame Cilla Snowball, (GREAT Private Sector Council Member);
 - Sadia Khan, HR Deputy Director.

Full details of the panel will be confirmed if you are invited to interview.

Assessment

- Full details of the assessment process will be made available to you if you are shortlisted.
- If you are shortlisted, you will be asked to take part in a series of assessments which will include psychometric tests and a stakeholder simulation assessment. These assessments will not result in a pass or fail decision. Rather, they are designed to support the panel's decision making and highlight areas for the panel to explore further at interview.
- As part of the recruitment process you will have the opportunity to speak to Toby Orr, prior to the final interview to learn more about the role and the organisation. You will be given further details about this after the shortlist meeting. Please note this is not part of the formal assessment process.
- Shortlisted candidates are likely to be invited to a briefing session with a DIT Minister ahead of their final panel interview
- You will be asked to attend a panel interview in order to have a more in-depth discussion of your previous experience and professional competence in relation to the criteria set out in the Person Specification.
- Two professional references will be required in advance of the final interviews with the shortlisted candidates. Please be assured we will not contact your referees without your permission to do so.

Offer

- We expect to be able to notify you of the outcome of the process and make an offer to the successful candidate by the end of September 2019.
- Regardless of the outcome, we will notify you as soon as possible
- We will send you a copy of the reports from any assessments undertaken as part of the recruitment process once the recruitment competition has concluded.

Expected Timeline

We will try and offer as much flexibility as we can, but it may not be possible to offer alternative dates for assessments or interviews. You are therefore asked to note the below timetable, exercising flexibility through the recruitment and selection process, including participating in assessments via video (e.g. Skype / Google Hangout) where necessary in order to meet the dates given. Please note that, whilst we'll endeavour not to, these dates may be subject to change

The anticipated timetable is as follows:

Advert Closing Date	Friday 2 nd August at 11:59pm
Expected longlist announcement	w.c. 5 th August 2019
Expected shortlist announcement	w.c. 2 nd September 2019
Assessments	w.c. 2 nd September & 9 th September 2019
Interviews	w.c. 16 th September 2019

FAQs

1. Can I apply if I am not currently a civil servant?

Yes. This role is open to suitably qualified people in the external market and to existing civil servants and those in accredited Non-Departmental Bodies.

2. Is this role suitable for part-time working?

Yes, this role is available for full-time, part-time (a minimum of 4 days a week is required) or flexible working arrangements (including job share partnerships) but you should discuss your needs with the hiring manager if you are invited to interview.

3. Will the role involve travel?

From time to time, occasional overseas travel should be expected as part of broader leadership responsibilities.

4. Where will the role be based?

If successful you will be based at DIT Windsor House office, London.

Unfortunately, relocation costs will not be reimbursed.

5. Can I claim back any expenses incurred during the recruitment process?

No. Unfortunately we will not be able to reimburse you, except in exceptional circumstances and only when agreed in advance.

6. What nationality do I need to hold in order to apply?

To be eligible for employment to this role you must be a national from the following countries:

- The United Kingdom
- The Republic of Ireland
- The Commonwealth*
- A European Economic Area (EEA) Member State
- Switzerland
- Turkey

Certain family members of EEA, Switzerland and Turkish nationals are also eligible to apply regardless of their nationality.

(*Commonwealth citizens not yet in the UK, who have no right of abode in the UK and who do not have leave to enter the UK are ineligible to apply.)

For further information on whether you are eligible to apply, please visit [Gov.UK](https://www.gov.uk).

7. Reserved for UK Nationals

Certain posts, notably those concerned with security and intelligence, might be reserved for British citizens, but this will not normally prevent access to a wide range of developmental opportunities within the Civil Service.

This is **not** a reserved post.

8. Is security clearance required?

Yes. If successful you must hold, or be willing to obtain, security clearance to **SC level**. More information about

the vetting process can be found at the following link

<https://www.gov.uk/guidance/security-vetting-and-clearance>

9. What reasonable adjustments can be made if I have a disability?

We are committed to making reasonable adjustments in order to support disabled job applicants and ensure that you are not disadvantaged in the recruitment and assessment process. Reasonable adjustments could include; allowing extra time during selection tests; ensuring that information is provided in an accessible format or; by providing training.

If you feel that you may need a reasonable adjustment to be made, or you would like to discuss your requirements in more detail, please contact us in the first instance.

If you wish to receive a hard copy of the information, or in an alternative format e.g. Audio, Braille or large font then please contact: Belinda Beck (020 7227 0880).

If you cannot apply online, please post your application to:

Saxton Bampfylde, Chancery House,
11-17 Leas Road, Guildford, GU1
4QW

Please quote the **vacancy reference number OAGATA** on the envelope.

10. Will this role be overseen by the Civil Service Commission?

Yes. As this role is one of the more senior posts within the Civil Service, a Commissioner will oversee the recruitment process and chair the selection panel.

More detailed information can be found on the Civil Service Commission [website](#).

11. What do I do if I want to make a complaint?

The law requires that selection for appointment to the Civil Service is made on merit on the basis of fair and open competition as outlined in the Civil Service Commission's Recruitment Principles, which can be found at:

<http://civilservicecommission.independent.gov.uk/wp->

[content/uploads/2018/03/RECRUITMENT-PRINCIPLES-April-2018-FINAL-.pdf](http://civilservicecommission.independent.gov.uk/wp-content/uploads/2018/03/RECRUITMENT-PRINCIPLES-April-2018-FINAL-.pdf).

If you feel your application has not been treated in accordance with the Recruitment Principles, and you wish to make a complaint, you should contact Charlotte Walton (at scs-unit@trade.gov.uk) in the first instance.

If you are not satisfied with the response you receive from the Department, you can contact the Civil Service Commission (at: <http://civilservicecommission.independent.gov.uk/civil-service-recruitment/complaints/>).

12. What should I do if I think that I have a conflict of interest?

Candidates must note the requirement to declare any interests that might cause questions to be raised about their approach to the business of the Department.

If you believe that you may have a conflict of interest, please contact Charlotte Walton (on scs-unit@trade.gov.uk) before submitting your application.

Guaranteed Interview Scheme for Disabled Persons

Disabled applicants who meet the minimum selection criteria in the job specification are guaranteed an interview. Selection will be on merit. If you wish to claim a guaranteed interview under the Disability Commitment, you should complete the relevant section of the online application. It is not necessary to state the nature of your disability.

Equal Opportunities

We value equality and diversity in employment. We are committed to being an organisation in which fairness and equality of opportunity is central to the approach in business and working relationships and where the organisational culture reflects and supports these values. You have the right to a working environment free from discrimination, harassment, bullying and victimisation regardless of race, ethnic or national origin, age, religion, sex, gender identity, marital status, disability, sexual orientation, working hours, trade union membership or trade union activity.



Civil Service

Contact us

We encourage all candidates to discuss the role further before submitting an application.

If you would like to discuss the role in more detail, please contact **Belinda Beck** on **020 7227 0880**.