



# HM Courts & Tribunals Service

**Her Majesty's Courts and Tribunals Service**

**Directorate: HMCTS Reform**

**Workstream: Communications (Crime)**

**Job Title: Communications Manager, Content and Campaigns (Crime)**

**Pay Span or equivalent: Band B**

**Location: Birmingham, Leeds, Liverpool, London or Manchester**

**Duration: 2 Year Fixed Term Contract**

Please note, the salary ranges are:

Inner London: £36,254 to £46,888

Outer London: £34,303 to £44,755

Other Sites: £30,531 to £40,488

*New recruits to the Civil Service joining MoJ are expected to join at the band minimum. For an exceptional applicant and under exceptional circumstances, managers have discretion to set starting salaries above the pay range minimum.*

## **About HMCTS**

Her Majesty's Courts & Tribunal Service (HMCTS) is responsible for the administration of criminal, civil and family courts and tribunals in England and Wales and non-devolved tribunals in Scotland and Northern Ireland. Our aim, through our people, is to deliver access to a fair, proportionate and effective justice system. The courts and tribunals in England and Wales have been allocated unprecedented funding of almost £1billion. This will enable HM Courts & Tribunals Service, working in partnership with the judiciary, to create a system that is proportionate and accessible and that better meets the needs of the people it serves. This is the most ambitious programme of its kind anywhere in the world.

## **What we do**

Our courts and tribunals protect rights and uphold the rule of law – maintaining the order and individual liberty that all of us enjoy. Together with the judiciary, we deliver a system that is just and accessible to everyone who needs it.

Every year, we handle over 2 million criminal cases, 1.8 million civil claims, more than 150,000 family law disputes, almost 800,000 tribunal cases and we collect over £440m of fines imposed by courts every year.

Our work involves:

- **People** - We currently employ over 15,000 people to process cases, assist court users and enforce court judgments. Our court clerks, legal advisers and judicial teams support judges and magistrates, who are independent. Judges and magistrates are not employed by HMCTS.
- **Buildings** – We manage hundreds of courts and tribunals buildings, consisting of magistrates and crown courts, including Derby Magistrates Court, which was built in 1659 and is our oldest court in use, to the Rolls Building which opened in late 2011.
- **Technology** – We provide the public with online access to justice and develop digital solutions to improve the efficient administration of justice. For example, over the last year we've had over 35m visitors to our gov.uk site, and launched a number of online services such as divorce, probate and civil money claims.

## The Team

This post is part of the HM Courts & Tribunals Service Communications Team, working to support the demands of a large, fast-paced and complex organisation that is undergoing major change.

The team is made up from communications leaders with specialist disciplines who are: defining the organisation's communications strategy; working with communications partners in the MoJ and Judicial Office; delivering operational communications activities; and enabling others to deliver and improve their own communications.

The team is designed around five core functions:

1. Internal communications
2. External communications
3. Strategic communications planning, insight and evaluation
4. Content and campaigns
5. Communications channels

We provide an integrated communications service - recognising internal and external communications requirements - that supports and enables the organisation's objectives. We will listen to the wants and needs of the organisation, our internal clients, as well as those of our stakeholders to ensure that we are effective in communicating.

Underpinning this, we ensure that our systems and processes are fit for purpose, meaning that we can be efficient, consistent and responsive in all that we do. We are increasingly using digital communications channels, using audience insight and evaluation to ensure that we have the right channels in place to reach our key stakeholders.

Working with others, the team owns the HMCTS corporate narrative. These are the key messages that we will use to tell our story, to establish and promote our identity and vision, and to demonstrate what HMCTS does and seeks to do.

### **The Communications Manager, Content and Campaigns (Crime) will:**

Work as part of the campaigns function for HM Courts & Tribunals Service, working closely with the crime programme senior management team and crime project teams to really understand their part of the business and create a narrative for the crime programme and projects. This includes writing content for a range of channels and events and co-ordinating campaigns that highlight our priorities and successes.

### **You will work closely with:**

- HM Courts & Tribunals Service Reform Programme Boards
- HM Courts & Tribunals Service change director
- HM Courts & Tribunals Crime Programme
- Ministry of Justice press office
- Members of HM Courts & Tribunals Service Senior Management Team
- Chief executive's office & Senior Management Team
- Judicial Office communications team
- HM Courts & Tribunals Service Stakeholder Engagement Team

### **Essential Criteria:**

- Excellent copywriter, able to adapt your writing style for different audiences and channels.
- Proven ability to adapt writing style across a variety of platforms - preparing speeches, scripts, presentations, papers, web content and copy for printed publications.
- Can work quickly and under pressure to produce accurate and appropriate copy on demand.
- Excellent editorial skills, including developing a narrative out of project and programme information.
- Experience of writing communications strategies that support and enable business strategies.
- Ability to build trust with internal 'clients' and influence other internal / external stakeholders.
- Good understanding of integrated communications, with the ability to:
  - a) *advise on communications approaches, deploying a range of tactics to achieve different outcomes*
  - b) *commission the production of collateral/products*
  - c) *project manage campaigns and communication products*
- Strong facilitator, who can work with programme and project teams to develop campaign plans.

- Ability to represent the communications team at internal and external meetings and events, including working with project teams to produce content.
- Is comfortable matrix working - with a hard reporting line to the communications team, and a dotted line to programme/directorate leads.
- Can see the big picture and connect the dots, joining up complex information and bringing it together as a cohesive narrative, strategy or plan.
- Operational knowledge of the Justice System is desirable, but not essential.

#### **Other duties**

The post holder is required to work in a flexible way and undertake any other duties reasonably requested by line management which are commensurate with the grade and level of responsibility of this post.

#### **Location of Post**

The post holder can be based nationally in one of the several HMCTS locations. However, frequent travel to other HMCTS sites will be required as part of this post, particularly to London.

#### **Application Process:**

To apply for this position please submit your CV and a statement of suitability of up to 750 words demonstrating how you have the experience and skills in relation to the **Essential Criteria** (above) to be a success in this post.

#### **Fixed Term Appointment:**

This appointment will be made on a fixed term appointment, due to the time limited nature of the Reform Programme. For existing civil servants, whilst the role itself is time limited, at the end of the fixed term period, you will retain your permanent status but will be placed on the re-deployment register. Successful appointment on promotion will secure this grade on a permanent substantive basis.

Secondments and loans will be considered on an individual basis.

#### **Flexible working options**

HMCTS offers a flexible working system in many of its offices.

#### **Job Sharing and Reduced Hours**

All applications for job sharing or reduced hours will be treated fairly and on a case by case basis in accordance with the MoJ's flexible working policy and equality policy.

#### **Excess Fares and Relocation Allowances**

This job is not eligible for relocation allowances but excess fares may be considered in accordance with MoJ's excess fares allowance policy.

#### **HMCTS offers a range of benefits**

##### **Annual Leave**

Generous allowances for paid holiday starting at 25 days per year, and rising as your service increases. There is also a scheme to allow qualifying staff to buy or sell up to three days leave each year. Additional paid time off for public holidays and 1 privilege day. Leave for part-time and job share posts will be calculated on a pro-rata basis.

##### **Pension**

The Civil Service offers a choice of pension schemes, giving you the flexibility to choose the pension that suits you best.

##### **Training**

HMCTS is committed to staff development and offers an extensive range of training and development opportunities.

##### **Reward & Recognition Scheme**

Potential to secure up to £2,500 per financial year from individual / team awards for exceptional performance

##### **Support**

- A range of 'Family Friendly' policies such as opportunities to work reduced hours or job share.
- Access to flexible benefits such as salary sacrifice arrangements for childcare vouchers and voluntary benefits such as retail vouchers and discounts on a range of goods and services.
- Paid paternity, adoption and maternity leave.
- Free annual sight tests for employees who use computer screens.