



Civil Service



Chief Strategy and External Engagement Officer

Competition and Markets Authority

SCS Pay Band 2

Reference: P2302-031L

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Why join the CMA?

Sarah Cardell, Chief Executive Officer, CMA

“ This is a unique opportunity to shape and communicate the CMA’s purpose to help people, businesses and the UK economy by promoting competitive markets and tackling unfair behaviour ”



The CMA drives market outcomes that benefit people and businesses across the UK. Our work is high profile, continually evolving and intellectually stimulating with a regular presence in national media and of interest around the world.

We are facing far-reaching changes in our external operating environment and equally material changes to our own responsibilities and functions. Alongside our existing merger control, competition and consumer law enforcement and markets regime powers, we have taken on new responsibilities providing advice on government subsidies and the UK’s internal market. The Digital Markets, Competition and Consumer Bill 2023 will give significant new powers to the CMA’s Digital Markets Unit, providing a vehicle for the UK’s new pro-competition digital regulatory regime.

The CMA is expanding its presence in Edinburgh, Cardiff and Belfast, setting up a new office in Manchester and creating a new Microeconomics Unit as part of the government’s Economic Campus in Darlington.

Reporting to me as CEO, you will be a member of the CMA Senior Executive Team

and an Adviser to the Board, providing executive leadership of our strategy and external engagement functions (including external communications and advocacy). Your work will ensure the impactful delivery of the CMA’s medium-term strategic priorities including through the leadership of a new insights and pipeline coordination team. You and the teams you lead will be a key interface between the CMA, government and a wide range of stakeholders across the UK, maximising the impact of our work for people, businesses and the UK economy.

The CMA is committed to equality, diversity and inclusion. We are a values-led organisation, treating people equitably and offering the support and development they need to succeed and reach their potential at work.

Like so many of my colleagues, I find the CMA a uniquely rewarding and interesting place to work. I hope you will find the details of the role in this information pack, of interest and that you will consider applying.

Best wishes, **Sarah Cardell**

Background to the Competition & Markets Authority

The CMA is an independent non-ministerial government department and is the UK's principal competition and consumer protection authority. We help people, businesses and the UK economy by promoting competitive markets and tackling unfair behaviour.

We derive our powers from the Enterprise and Regulatory Reform Act 2013 and our work is overseen by a Board and led by the Chief Executive and senior team. Decisions in some investigations are made by independent members of a CMA panel.

We adopt an integrated approach to our work, selecting those tools we believe will achieve maximum positive impact for people and the UK economy. Our main functions are:

- Investigating mergers that have the potential to lead to a substantial lessening of competition.
- Investigating businesses and individuals to determine whether they

have breached UK competition law and if so, to end and deter such breaches, including by fining businesses and seeking the disqualification of directors of companies involved, as well as pursuing individuals who commit the criminal cartel offence.

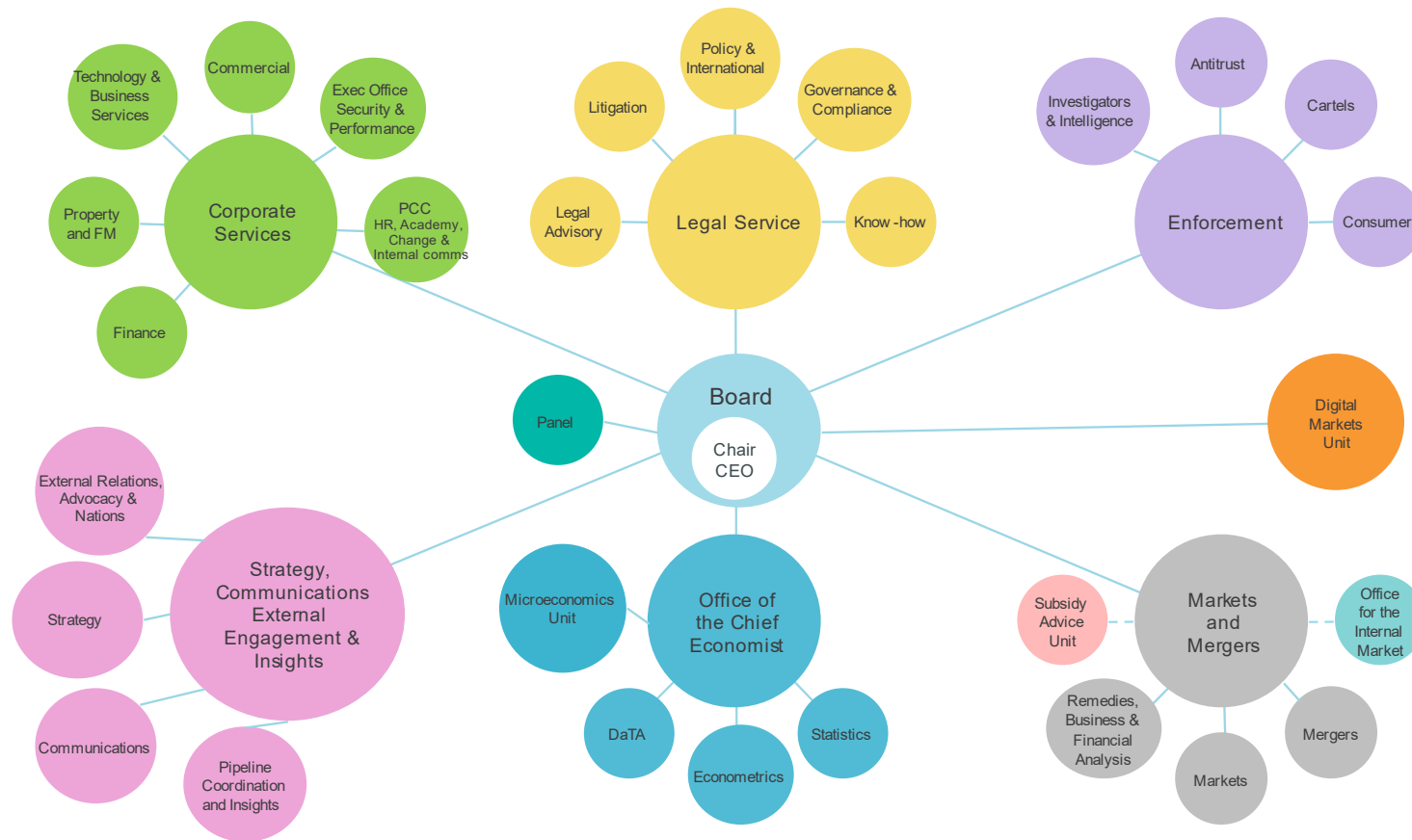
- Enforcing a range of consumer protection laws, including in cases where the unfair treatment of consumers or the challenges they face in making choices suggests there may be a systemic market problem.
- Conducting studies, investigations or other pieces of work into particular markets where there are suspected competition and consumer problems.
- Giving advice to policymakers and Ministers about our functions, including how they can design and implement policy in a way that harnesses the benefits of competition and protects and promotes the interests of consumers.
- Providing information and advice to people and businesses about rights

and obligations under competition and consumer law.

- Promoting stronger competition in the regulated industries, working with the sector regulators.
- Conducting regulatory appeals and references in relation to regulatory arrangements under sector-specific legislation.
- Providing technical advice, reporting and monitoring in relation to the UK internal market, through the Office for the Internal Market (OIM)
- Providing advice, reporting and monitoring in relation to government subsidies, through the Subsidy Advice Unit (SAU).
- Operating a pro-competition regime for digital markets – to be introduced through the Digital Markets, Competition and Consumer Bill.

Our offices are located in London, Edinburgh, Cardiff, Belfast, Manchester and Darlington.

Organisational chart



About the role

Job Title

Chief Strategy and External Engagement Officer

Location

Belfast, Cardiff, Edinburgh, London or Manchester

Please note the requirements for travel and level of flexibility available as set out in the FAQs section.

Salary

£126,307 to £148,100 per annum.

We follow the Senior Civil Service Pay Rules for civil servants who secure a SCS role at the CMA, including existing CMA staff. Existing civil servants will retain their current SCS salary or move to the advertised salary minimum if appointed to a SCS role on level transfer, whichever is the greater. If promoted to a new SCS role, they will receive a 10% pay increase or move to the advertised salary minimum, whichever is the greater.

Applicants new to the Civil Service may be considered for appointment at a salary higher than the advertised salary minimum depending on skills, knowledge, experience and qualifications.

Contract Type

This role is being offered on a permanent basis.

The Role

Reporting directly to the Chief Executive and working closely with the CMA Chair, you will play a critical role in delivering the CMA's strategic priorities both internally and externally. As a member of the Senior Executive Team, you will have a shared responsibility for leadership of the entire CMA and will work alongside the CMA Board and key internal personnel to promote confidence in the outcomes of CMA decisions through strategic leadership of external communications and external engagement.

You will have executive oversight of the CMA's Strategy, Insights, External

Relations, Advocacy, Media, Digital & Campaigns and Complaints & Enquiries functions.

Through your oversight of the CMA Strategy function, you will advise the Board and build understanding within the CMA of external forces, establishing a new insights team to take a more proactive approach to identifying market issues and trends, building a portfolio of prospective work, and maximising organisational impact to ensure the CMA's work programme aligns with its strategic priorities.

Through your oversight of the Advocacy function, you will be responsible for providing effective, independent and impartial advice to government and other stakeholders on competition and consumer issues. The External Relations function provides a key interface between the CMA and a wide range of stakeholders including business groups, consumer organisations, third sector bodies, and governments and legislatures across the UK. Drawing on deep, relevant

experience and active networks, you will ensure that the CEO, Chair and CMA-wide impact is maximised, and that the CMA has an effective voice in government policy development in line with the organisation's statutory objectives and strategy.

As the most senior adviser to the CEO and Chair on external communications, you will maximise the impact of the CMA's cases and projects, ensuring its work is understood by key audiences and strengthening the reputation of the organisation and its leaders. This will include oversight of the CMA's public-facing campaigns, its press office and its use of digital and social media.

Key Responsibilities

- As a member of the CMA Senior Executive Team, and an Adviser to the CMA Board, to demonstrate visible and inspiring strategic leadership for the CMA, offering constructive challenge to colleagues and taking active part in collective leadership and decision making;
- Oversee delivery of the CMA's strategy, proactively drawing on

external trends and insights, working with the Board and executive team;

- Ensure the impact of the CMA's strategy is maximised through effective portfolio management and is effectively measured and understood;
- Working closely with the responsible Directors, lead the development of the CMA's external communications and engagement strategy across the UK and with a wide range of stakeholders, building the profile of the CMA and its leadership to promote public confidence in the CMA and the work it does for consumers and business;
- Oversee the CMA's advice to government on competition and consumer issues through its Advocacy function;
- Lead cross-organisation working to ensure strategic alignment and maximum impact across communications and stakeholder engagement, working closely with all relevant teams across the organisation;

- Lead the CMA's cross-government engagement across the UK, aligned to the organisation's statutory objectives and strategy;
- Lead the CMA's work to increase business compliance with competition and consumer law, developing and promoting awareness campaigns and tracking their effectiveness;
- Provide advice and counsel to the CEO and Chair, deputising for them when appropriate and acting as a CMA representative in high level forums;
- Provide strong leadership to staff within the directorate, acting as a role model, promoting equality, diversity and inclusion and setting clear, ambitious plans for each team.

As a key member of the CMA's Senior Leadership Team, you will be expected to play an active role in the ongoing corporate management and development of the organisation. We expect all our senior leaders to be:

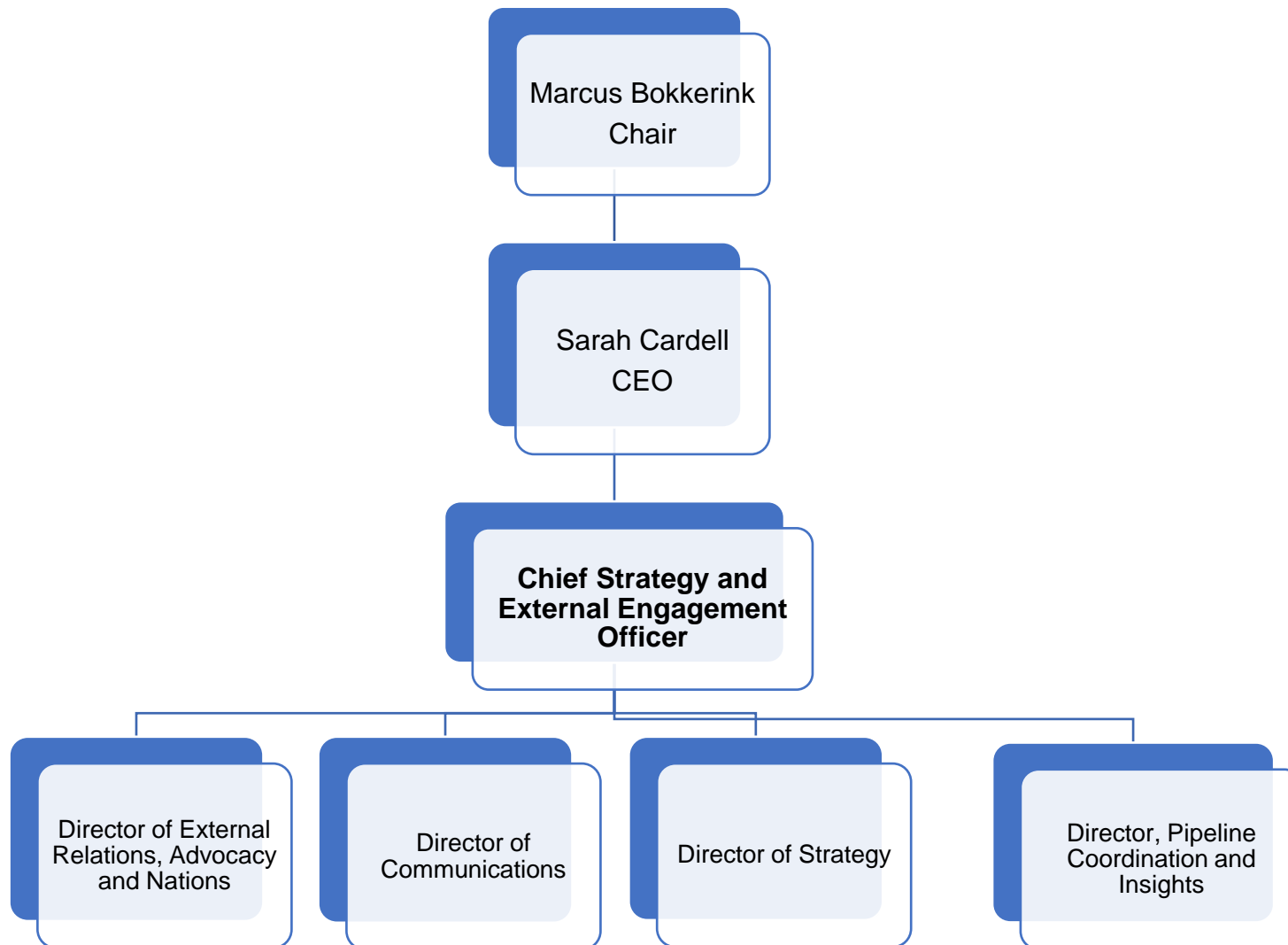
- **Inspiring** – about our work and its future

- **Confident** – in our engagement with others
- **Empowering** – to allow our teams to deliver

<https://www.gov.uk/government/publications/civil-service-leadership-statement/civil-service-leadership-statement>.

This role profile is not exclusive or exhaustive. It is intended as an outline indication of the areas of responsibility and may be amended in light of the changing needs of the organisation. There is an expectation that members of the SCS will have the flexibility and ambition to apply their skills across the CMA and the wider Civil Service; this may include taking on a different role in the future to that for which they are originally recruited.

Management Chain



Person Specification

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

The successful candidate will be able to demonstrate evidence against the following **essential** criteria:

- An exceptional communications skillset and a proven ability to influence and collaborate effectively at the most senior levels of the organisation and with external stakeholders.
- Strong experience in strategy development and execution, preferably in a regulatory or similar environment, including a proven track record in embedding a coherent and evidence-based strategic approach across a complex, non-commercial organisation.
- A highly credible presence in political, business and media circles, with deep relationship building and influencing skills and a strong appreciation of the range of different external stakeholders with which the CMA interacts.
- Knowledge and understanding of the political, economic and legal framework within which the CMA operates, and of competition and consumer policy issues.
- Exceptional leadership attributes with a proven ability to deliver cross-organisational functions in a matrix-working environment as well as a proven track record in effective team leadership and development.
- High levels of personal integrity with a demonstrable commitment to equality, diversity and inclusion, and to the CMA's organisational values.

The following criteria are **highly desirable** and candidates are advised where possible to evidence responses in their statement of suitability:

- Experience working with analytical expert practitioners (e.g. policy, legal and economic practitioners).

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 CMA 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.

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 [Civil Service Pension Scheme](#) 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 complemented by one further day paid privilege entitlement to mark the Queen's Birthday.

Staff Wellbeing

Flexible working including part-time working (no less than 4 days a week will be considered for this role) including varying your working day (within reason) in consultation with your staff manager. A job

share partnership would also be considered.

Like many other organisations, we operate a hybrid working model with a mix of office and home working. We believe this supports us to deliver our best work while allowing the flexibility to maintain balanced and healthy lives.

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

Childcare benefits 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.

Onsite facilities Opportunity to use facilities such as staff canteens (where applicable).

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.

The Recruitment Process

Application

To apply for this post you will need to complete the online application process accessed via the advertisement listed for this role. This should be completed no later than the [Advert Closing Date, which is 23:55 on 11 April 2023](#), and will involve uploading the documents outlined below:

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), giving examples of 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.
3. A completed **Diversity Questionnaire** [available here](#). We're committed to implementing and monitoring our equality and diversity policies with the aim of recruiting, retaining and promoting staff regardless of their age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion and belief, sex and sexual orientation.

Please submit your full application by email to responses@russellreynolds.com. Please quote the role title and assignment code P2302-031L in the subject heading of the email. All applications will be acknowledged.

Failure to submit both documents will mean the panel have only limited information on which to assess your application against the

criteria in the person specification. Please ensure that both documents contain your full name.

As part of the online application process, you will be asked a number of diversity-related questions. 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', but this information is very important to the Civil Service as we seek to build organisations and develop policies that reflect our society. Any information you provide is confidential and will not be used during the selection process or to inform decision making.

Should you encounter any issues with your online application please get in touch with responses@russellreynolds.com

Selection Process

Paul Gray, a Civil Service Commissioner, will chair the process. The Civil Service Commission has two primary functions:

- Providing assurance that selection for appointment to the Civil Service is on merit on the basis of fair and open competition, in accordance with the 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.
- Hearing and determining appeals made by civil servants under the Civil Service Code, which sets out the Civil Service values – Impartiality, Objectivity, Integrity and Honesty - and forms part of the relationship between civil servants and their employer.

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

In addition to Paul Gray, the other panel members will be:

- Sarah Cardell, Chief Executive Officer, Competition and Markets Authority (CMA)
- Erik Wilson, Chief Operating Officer, Competition and Markets Authority (CMA)
- Marcus Bokkerink, Chairman, Competition and Markets Authority (CMA)
- Sabrina Basran, Director, Consumer Protection (CMA)

Longlist and Shortlist Selection

You will receive email acknowledgment of your application through the online process.

The panel 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.

At the longlist meeting, applications will be sifted to select those candidates demonstrating the best fit with the posts. Longlisted candidates will be invited to a preliminary interview with **Russell Reynolds** to discuss the role and their suitability in more detail. Following the preliminary interview, a panel shortlist meeting will take place where the results of the preliminary interviews will be discussed. Those candidates who demonstrate strongest suitability will be invited to final interview.

The timeline later in this pack indicates the date by which decisions are expected to be made, and all longlisted and shortlisted candidates will be advised of the outcome as soon as possible thereafter.

Assessment

If you are shortlisted, you will be asked to take part in a series of assessments which could include psychometric tests. 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.

You will also have the opportunity to speak to Sarah Cardell prior to the final interview to learn more about the role and the organisation. Please note this is not part of the formal assessment process. We may take up references for shortlisted candidates prior to 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.

Interviews will consist of questions where candidates will be expected to build on the information provided in their personal statement and CV. Candidates may be asked to prepare a short presentation on a topic to be advised if/when invited to the interview stage. Full details of the assessment process will be made available to shortlisted candidates.

Offer

Regardless of the outcome, we will notify all candidates as soon as possible after the final interview.

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, in order to meet the dates given. Please note that these dates may be subject to change.

The anticipated timetable is as follows:

Advert Closing Date	23:55 on 11 April 2023
Longlist Meeting	w/c 17 April 2023
Shortlist Meeting	w/c 8 May 2023
Assessments	w/c 15 May to 26 May 2023
Interviews	w/c 5 June 2023

FAQs

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.

Is this role suitable for part-time working?

This role is available for full-time, part-time patterns (no less than 4 days a week part-time arrangement will be considered) and for job share partnerships.

If you wish to discuss your needs in more detail, please get in touch with the named point of contact in this pack.

Will the role involve travel?

Yes, some travel will be required for this role. *Candidates based outside of London should expect regular travel to the London office.

Where will the role be based?

London, Edinburgh, Manchester, Cardiff or Belfast

Unfortunately, relocation costs will not be reimbursed.

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.

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
- Nationals of the Republic of Ireland
- Nationals of Commonwealth countries*
- European Economic Area (EEA) nationals with (or eligible for) status under the European Union Settlement Scheme (EUSS)

- Relevant EEA or Turkish nationals working in the Civil Service
- Relevant EEA or Turkish nationals who have built up the right to work in the Civil Service
- Certain family members of the relevant (European Union) EU and Turkish nationals

(*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).

Reserved for UK Nationals

Certain posts, notably those concerned with security and intelligence, might be reserved for British citizens. However, this is **not** a reserved post.

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 [here](#).

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.

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 responses@russellreynolds.com in the first instance.

Do you offer a Guaranteed Interview Scheme for Disabled Persons?

The Civil Service embraces diversity and promotes equal opportunities. As such, we run a Disability Confident Scheme (DCS) for candidates with disabilities who meet the minimum selection criteria. Selection will be on merit. If you wish to apply under the DCS, you should complete the relevant section of the online application. It is not necessary to state the nature of your disability.

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](#).

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

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, you should contact Charlotte Warmington, Recruitment Manager at charlotte.warmington@cma.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](#).

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 responses@russellreynolds.com

before submitting your application.

Diversity & Inclusion

The Civil Service is committed to becoming the most inclusive employer in the UK.



We are committed to understanding, respecting and representing as broad a range of views and backgrounds as we have in UK society. We know that diverse perspectives and experiences are critical to an effective, modern Civil Service.

Our vision is to ensure the Civil Service represents modern Britain and is a truly inclusive employer – an example to other employers. We will create an organisation where diversity is not only respected and valued – but celebrated.

What's in it for me?

We want to maximise the potential of everyone who chooses to work for us – regardless of background.

If you're interested in becoming a world class leader, developing your career with us – starting with this interesting and challenging role – or doing things differently and inspiring colleagues, then the Civil Service is the place for [you](#).

Our passion for diversity and equality means creating a work environment for all employees that is welcoming, respectful, engaging, and enriched with opportunities for personal and professional development.

What's next?

You've taken the first step and looked through this job pack to understand the skills and experience needed to perform this role. Now join us in achieving our ambitions and let us help you achieve yours. [Read more.](#)

You can view our [Equality, Diversity and Inclusion Strategy 2020 to 2024 - GOV.UK \(www.gov.uk\)](#) which details the CMA's commitment to the personal and professional development of all staff, including those from all under-represented groups.

Our Values

The CMA delivers impactful outcomes for people, business and the UK economy. We are Ambitious and Evidence-based, and always strive for Excellence. We treat everyone with Respect and are Collaborative and Inclusive.

Everything we do is underpinned by the Civil Service values: Honesty, Integrity, Impartiality and Objectivity.



Civil Service

Contact us

Should candidates like to discuss the role in more detail before submitting an application, please contact:

responses@russellreynolds.com