

## Role Profile

Role Title	<b>Head of Communications</b>
Role (Job) ID	NPCOM03
Directorate	Communications
Reports to	Director of Communications
Role type	<input checked="" type="checkbox"/> Permanent <input type="checkbox"/> Fixed Term <input type="checkbox"/> Secondment <input type="checkbox"/> Contract
Line Manager responsibilities (Yes/No)	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Level	18
Location	2 Thomas More Square, London with reasonable travel
Organisational Context	<p>Pay.UK is the UK’s leading retail payment authority, developing best in class infrastructure, standards and payment operations for the benefit of UK citizens everywhere. Our business enables a vibrant UK economy by ensuring greater access to payments, driving competition for end user needs such as better service, lower risk and greater value from payments. Every day, people and businesses use our services to get their salaries, pay their bills and make online and mobile banking payments. To consumers our operations are ubiquitous; our services are everywhere; robust, resilient and ready to move payments from payer to payee quickly or controlled, tenanted or untenanted, according to market needs.</p> <p>We are currently unifying all of the retail payment operations and talent into a single co-ordinated organisation with a primary focus on positive outcomes for end users. From this basis we will modernise the UK’s retail payments infrastructure, develop new overlay services and build a world-leading payments platform which is fit for the future. We have a once in a generation opportunity to transform payments for the benefit of people everywhere.</p> <p>Developing an organisation to achieve these goals is a fundamental step to achieving success.</p>

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	<p><u>Directorate:</u></p> <p>Develop and proactively support the delivery of an end-to-end aligned external communications strategy across all areas and stakeholders of Pay.UK consistent with the wider engagement strategy.</p> <p>Structure and deliver formal internal communications and gather feedback and insight across all areas. Facilitate a culture of collaboration and innovation that is end user centric.</p> <p>Coordinate and manage the marketing strategy and brand which will govern the internal and external communications strategy.</p>	
Summary of Role	<p>Establish and deliver Pay.UK communications strategy in line with Pay.UK strategy, whilst contributing to marketing and brand strategies and plans, where appropriate.</p> <p>Develop and proactively support an end-to-end external and internal communications strategy across all areas and stakeholders of Pay.UK consistent with the wider engagement strategy.</p> <p>Structure and deliver all formal internal communications and gather feedback and insight across all areas. Facilitate a culture of collaboration and innovation that is end user centric.</p> <p>Act as an advisor in communications to department heads in alignment with Communications and Brand strategies and the guidance from the Director of Communications.</p>	
Commitment and time period	<input checked="" type="checkbox"/> Full time <input type="checkbox"/> Part time	100      FTE (%)
	Time period: -	
Internal & External Interactions	<ul style="list-style-type: none"> <li>• External stakeholders as relevant</li> <li>• Regulatory bodies as relevant</li> <li>• Media as relevant</li> <li>• Suppliers as relevant</li> <li>• Risk</li> </ul>	

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	<ul style="list-style-type: none"> <li>• General Counsel</li> <li>• Pay.UK Directorates</li> </ul>
Accountabilities	<p>Principal Accountabilities</p> <ul style="list-style-type: none"> <li>• Establishes and actively leads the Communications function within the Communications Directorate.</li> <li>• Ensures all communications deliverables are provided on time and in excellent quality.</li> <li>• Leads and actively drives forward the development, implementation and ongoing maintenance of Pay.UK communications strategy, plans and budget.</li> <li>• Leads, executes, and actively manages, the communications strategy in conjunction with the brands and marking and stakeholder engagement capabilities, and in alignment with Pay.UK engagement approach.</li> <li>• Leads and ensures effective delivery of the communications strategy and plans on time, within budget and in excellent quality, receiving oriented guidance from Director of Communications. Produces quarterly reviews and KPI reports.</li> <li>• Leads and participates in the development of best practice in Communications and ensures the Communications team individually and collectively serve as a centre of excellence.</li> <li>• Provides Pay.UK boards, sub-committees, executives and directorates with communications advice on all relevant matters.</li> <li>• Provides direction and thought leadership to the PR, Media Relations and Social Media approach, processes and plans across Pay.UK and ensures alignment with the wider brands, marketing and communications strategy.</li> <li>• Has oversight, and leads the monitoring of communications effectiveness, including internal and external, to inform and refine the communications strategy.</li> <li>• Provides direction, guidance and support to the delivery of internal and</li> </ul>

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	<p>external events, and ensures feedback and recommendations for improvement is factored into future events, where relevant.</p> <ul style="list-style-type: none"><li>• Has oversight, and ensures an effective multimedia design and print approach is in place across Pay.UK, in alignment with the communications strategy.</li><li>• Proactively scans and identifies market influence opportunities and informs the Director of Communications to support the wider Pay.UK strategy.</li><li>• Provides key input to support the establishment and maintenance of communications management dashboard and KPIs to enable the achievement of communication goals on time and within budget.</li><li>• Creates and maintains excellent working relationships with internal and external contacts in particular Pay.UK Board, regulators, external stakeholders, and other industry groups.</li><li>• Provides key advice and guidance to support the Director of Communications' in ensuring industry spokespeople are fully briefed and trained.</li><li>• Actively creates a high performing and diverse Communications team through effective recruitment of high quality communications operators / practitioners, whilst providing opportunity for development and growth.</li><li>• Coordinates work with suppliers as required. Establishes a roster of preferred suppliers and preferential rates.</li><li>• Effectively leads the Communications team, including regular supervision of activities and associated continuous development, recruitment, performance management and salary review processes. Establishes and maintains best practice within the team.</li></ul> <p>Additional Duties</p> <ul style="list-style-type: none"><li>• -</li></ul>
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	<p>Other Obligations</p> <ul style="list-style-type: none"> <li>• Data Protection <ul style="list-style-type: none"> <li>○ Ensures that policies and procedures are followed and that colleagues within the Communications Team receive appropriate training, that a local risk register is developed and regularly monitored and reviewed.</li> <li>○ Complies and / or ensures compliance with Pay.UK Data Protection policy, processes and all relevant legislation. This includes maintaining team specific retention schedules, records of data processing and ensuring that any data protection risks are identified, communicated and mitigating actions put in place.</li> <li>○ Maintains effective communication on data protection compliance with the CPO and DPO as appropriate.</li> <li>○ Identifies section specific data protection risks, and mitigating actions, communicating these to the CPO and DPO without delay.</li> <li>○ When aware, communicates, in confidence, to the CPO and / DPO, data protection risks likely to impact the organisation as a whole.</li> </ul> </li> </ul>
<p>Knowledge and Experience</p>	<ul style="list-style-type: none"> <li>• Extensive experience in communications within a complex matrix organisation.</li> <li>• Proven experience of successfully delivering against communications plans within the financial services industry and in a regulatory environment.</li> <li>• Experience delivering communications in the payments sector.</li> <li>• Management of a team of Communications operators / practitioners.</li> </ul>
<p>Specific Skills</p>	<ul style="list-style-type: none"> <li>• Proven ability to develop communications strategies, tactics and plans to support the Company strategy. Ability to articulate and communicate the Company’s point of view and strategies to stakeholders at various levels.</li> <li>• Ability to coordinate creative work with strategic as well as tactical aspects. Capable of managing and developing a successful creative team to accomplish goals in a matrix organisation.</li> </ul>

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	<ul style="list-style-type: none"> <li>• Excellent communication skills to express complex and abstract concepts.</li> <li>• Sound interpersonal skills to interact across stakeholders.</li> </ul>
Qualifications and Training	<ul style="list-style-type: none"> <li>• Educated to a degree level. University degree in Communications/Marketing/Media/Public Relations or equivalent.</li> </ul>
Competencies	<ul style="list-style-type: none"> <li>• In alignment with Pay.UK competency framework</li> </ul>

We have made every effort to accurately describe the role. Where possible we have given an indication of anticipated internal and external interactions, key accountabilities, knowledge, qualifications and experience we believe [the successful candidate][our colleagues] should possess. [During this interview we can also indicate, where possible, the specific skills, training and competencies we believe the successful candidate must demonstrate].

As Bacs, C&CCC, FPS and UKPA are brought together, our organisational design will continue to develop. Over time the expectations of this role may therefore change. We would expect and encourage [the successful candidate][our colleagues] to keep an open mind, exercising judgement, flexibility and a ‘can-do’ attitude wherever possible.

Please also note that whilst TOM 2.0 is about cross skilling, and therefore role profiles are necessarily generic, we fully acknowledge that in practice the expertise of colleagues may be focussed on specific schemes or managed services. Whilst it is right that we aspire in TOM 2.0 to achieve a greater degree of cross skilling, we will be reasonable around how we achieve this, and colleagues will not necessarily be expected to become expert in every scheme and managed service.

**Confirmation**

I confirm  my understanding and  my agreement to the above job description.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_



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## Version Control

Document Owner	Communications Directorate			
Version number	1.9			
Governance	Draft: ODL	Review: COMD	Approve: COMD	Approval Date:
Review Frequency		Next review date:		
Document reference				

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