



**Director of  
Communications**





# Welcome

Thank you for your interest in joining the new Business Banking Resolution Service (BBRS). The BBRS will provide an industry funded dispute resolution service to resolve historic and future disputes between SMEs and participating providers of banking services in a transparent, timely and accessible manner without the need for litigation. You can read more about our progress at the BBRS by visiting <https://thebbrs.org/>

Our new voluntary dispute resolution service will:

- resolve business disputes between eligible SME customers and banks in a transparent, timely and accessible way;
- reach fair and reasonable determinations on an independent basis and without need for litigation;
- become a trusted and independent partner to eligible SME customers and banks in restoring mutual trust between the parties;
- provide a customer focused service which prioritises those with the greatest vulnerability;
- ensure the highest quality standards as a leading voluntary dispute resolution service, and
- continually learn from customer feedback and identify service improvement actions for the banks.

We are guided by the commitment to do and be seen to do what is right, fair, and reasonable at all times. We now have a Board, Chief Executive Officer and Chief Adjudicator in place to ensure we do this.

To support the new service as it establishes, we are now seeking expressions of interest from individuals who would like to be considered for our most senior communications appointment. As Director of Communications, you will hold responsibility for the design and implementation of BBRS' communications strategy to external and internal stakeholders.

You will work closely with the Chair, Chief Executive Officer and the Chief Adjudicator to build the external profile of BBRS. You will lead and be accountable for upholding and reflecting the value-based culture of BBRS, securing a positive experience for all who engage with the organisation.

This is a strategic and influential role requiring exceptional interpersonal skills and political acumen. We are looking for experience of multichannel communications with a wide range of stakeholders (including politicians, senior office holders, opinion formers and media) on a range of sensitive issues. You will have outstanding written and oral communication skills, the ability to establish trust and a sound understanding of Whitehall and Westminster. You will have a strategic, proactive style and be someone who inspires others with your creative vision and flair.

If you believe you can offer the background and personal attributes this role requires, we very much look forward to hearing from you.

**Samantha Barrass**  
Chief Executive



# Role Profile

**Role** Director of Communications

**Reports to** Chief Executive Officer (CEO)

**Other key relationships** Chief Adjudicator, Chair and Board, stakeholders and partners of the new Service; and with banks, the SME community, media, opinion formers and other stakeholders as appropriate.

## Main responsibilities of the appointment

- Alongside the Chair, CEO and the Chief Adjudicator, engage with external stakeholders at the most senior levels to promote and manage the delivery of BBRS objectives.
- Build and maintain strong, strategic relationships with partners, the SME Community, Banks and other stakeholders and interested parties, including opinion formers, politically motivated individuals and the media.
- Develop and implement a cohesive communications strategy for the external and internal stakeholders of BBRS.
- Continually evaluate the effectiveness of our communication strategy from customer and other stakeholder feedback.
- Ensure the highest levels of quality control and accuracy of all information released by BBRS.
- Prepare materials in support of the CEO, Chief Adjudicator and Board, including presentations, speeches, Q&As, lines to take and briefing packs.
- Oversee the creation of all marketing material including online content and hold accountability for its effectiveness.
- Ensure all employees are appropriately trained to communicate with public stakeholders.
- Identify and maximise opportunities to communicate with and influence key decision makers and influencers, including building and maintaining media (including social media) strategies and relationships.





# Person Specification

## Knowledge and experience

- Outstanding track record, gained at a senior level, of developing and implementing media strategies with a particularly strong understanding of how to handle diverse stakeholders simultaneously eg major corporates, SMEs, Westminster, the media.
- Proven track record of developing and delivering effective, high level and influential communications.
- Experience of communicating complex matters to the public, ideally in politically sensitive areas, or areas often under the public spotlight.
- Extensive senior, strategic experience of drafting a full range of communications materials (speeches, annual reports, press releases etc) and running campaigns that deliver outcomes.
- Understanding of political and / or campaigns experience and of delivering positive results.

## Skills and abilities

- Outstanding leadership skills, with the ability to persuade and influence at the highest levels of public, political and corporate life.
- Ability to secure personal and professional credibility immediately with stakeholders
- Outstanding communication and interpersonal skills with the ability to commission content and produce BBRS' own content.
- Excellent team building skills.
- Able to communicate complex information to a wide range of audiences.

## Leadership style and personal attributes

- Sound judgement; strategic in outlook and sees the bigger picture.
- Sharp political acumen.
- Emotionally intelligent.
- Collaborative in style.
- Committed to delivering fair, consistent and reasonable outcomes at all times and to upholding the BBRS' values to ensure fairness, transparency and accessibility.

# Terms of Appointment

<b>Remuneration</b>	This role attracts a competitive salary.
<b>Contract</b>	<p>The Director of Communications appointment is offered on full time basis; a fixed term contract may be considered.</p> <p>The BBRS will be created as a discrete, complete organisation in 2020. It is anticipated that the BBRS will continue to operate for the purpose for which it is currently being created for around three years.</p>
<b>Culture statement</b>	We are guided by the commitment to do and be seen to do what is right, fair, and reasonable at all times.

## The Appointment Process

We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact [Juliet.Taylor@starfishsearch.com](mailto:Juliet.Taylor@starfishsearch.com) and we will be happy to arrange a call.

To make an application, please go to <https://starfishsearch.com/director-of-communications/> and click on the apply now button, with the following prepared:

- your CV or equivalent biographical information;
- a covering letter that sets out your motivation for considering the appointment, and why, in brief, you believe your skills and experience make you suitable;

We would be grateful if you would also tell us your current salary details (we do not disclose this to our clients without your consent).

**Closing date for expressions of interest is Monday 27th January 2020.**



**BBRS.** Business Banking<sup>™</sup>  
Resolution Service

