

SENIOR CIVIL SERVICE COMPOSITE

We felt that this particular example was a good indicator of how WDAD will work when faced with a number of contacts, continually changing copy and size requirements, and a pressure to demonstrate significant cost savings. Our work for the Cabinet Office and the management of the Senior Civil Service Gateway banner in the Sunday Times achieves all of the above.

WDAD came up with the concept of a banner advert itself. We saw the sheer volume of solus adverts that were appearing in the Sunday Times for senior positions across Central Government, and proposed a radical new way of dealing with the large repetition of messages and costs involved in all those individual advertisements - the banner or a signpost advert to their website that carried limited copy, but by effectively grouping vacancy listings together we were able to dominate a page in the Sunday Times.

We have very little notice as to what roles/departments will be advertising a vacancy so have to act very quickly when we receive any notification. We need to be established as a supplier, provide accurate costs and receive a PO, we then have to collate, edit copy and pull all the roles into a single typeset advert. This is further complicated on many occasions, however, when a department or two may decide at the last moment to advertise, or may even decide to pull out of the composite! What this means is that we constantly have to liaise with all the departments involved that particular week and the paper to keep each updated on changes in cost, size, position, etc. There are many times where we are literally a day after deadline and changes are still being made by the client. By having good relationships with the newspaper we are able to keep everyone happy and supply artwork for Sunday's publication. We have, so far, always been able to accommodate all late entries and omissions.

Significant cost savings have been made since the introduction of the banner in May 2007. In the first 6 months alone, 17 banner ads appeared - 15 departments had taken part and 39 posts advertised. In this time a saving of 83% had been achieved, totalling £0.5 million. In recent months we have been able to utilise the Sunday Times 'creative pledge' offer every time that the banner has appeared, effectively doubling the space and impact of the advert at no additional cost. Since July 2009 savings have equated to over £100,000 against rate card.

CIVILSERVICE

**PRIDE
PASSION
PACE
PROFESSIONALISM**

www.careers.civil-service.gov.uk/executive

Lymm High School
A Specialist Language, Sports and Training College
Oughtrington Lane, Lymm, Cheshire WA13 0RB
Tel: 01925 755 458 www.lymms.co.uk

Headteacher: Angela Walsh B.Ed. Dip.E.F.L.
11-18 N.O.R. 1978

Required as soon as possible

Deputy Head - Strategic Financial Director and Community Provision
Salary £39,997 to £66,762 (depending pay rise)

Lymm High School is a large high performing secondary school with exceptional resources including a swimming pool, leisure complex and residential centre in Anglesey.

Our school is a vibrant community where pupils relish their opportunities for learning and benefit from an exciting curriculum and excellent facilities.

We are looking for a talented individual with excellent business acumen to join our experienced and committed Leadership Team. This is a challenging role which will require you to bring strategic vision and leadership to a range of functions from Financial and Risk Management through to Human Resources, Facilities, Health and Safety and General Administration and ICT.

Your strong financial management skills will be essential and the Leadership Team seeks out innovative ways to deliver excellence in education and provide value for money. Equally valuable will be your ability to lead and motivate a large team of support staff along with practical project management experience, your extensive use of ICT and the ability to work flexibly and to tight deadlines.

If you have these skills and can demonstrate a real track record of achievement at senior management level we would like to hear from you.

2009 GCSE results - 98% 5+ A*-C. Overall pass rate 99% at A level and 100% for BTEC. 56% of all A level grades were at grades A and B. 27% at grade A.

"This is an Outstanding School" - Ofsted 2008

Informal contact with us is welcome. Please download an application form from our website www.lymms.co.uk or call 01925 750717 (24hr) or email sch_lymm_head@warrington.gov.uk

CLOSING DATE: Monday 5 October 2009

POSTCOMM

Shape a dynamic market

- Economists
- Financial Analysts
- Lawyers
- Industry experts

The postal services sector is going through dramatic and unprecedented changes as it adjusts to today's digital age. The challenge facing postal services are compelling and unique. Royal Mail has been leading the market for more than 200 years and is in the process of modernising its business in this rapidly evolving and fully open market.

Postcomm, the Postal Services Commission, is the regulator for the Great UK postal market. Our work is designed to help protect the universal services the one-price goes anywhere service that delivers and collects every working day at an affordable price for the benefit of the customer.

Postcomm is a small regulator (approximately 60 staff) and, as such, offers enormous opportunities to play a highly influential and rewarding role shaping a dynamic and much-respected market.

We are looking for the very best economists, financial analysts and lawyers at all levels with experience of the commercial world and ideally in postal services, logistics, regulation or telecoms. We are also looking for postal service industry experts to strengthen our market development and insight team.

To express your interest in working for Postcomm, please email your CV with a covering letter outlining your skills to recruitment@ps.gov.uk by October 16th, 2009. We will contact you to discuss your suitability for the roles available. Package dependent on role and experience. Location: London SE1.

For more information, please contact Jackie Wallace on 020 7953 2151.

An equal opportunities employer. Postcomm welcomes applications regardless of gender, race, disability, age or sexuality.

STILL SEARCHING?

Are you seeking:
- Outplacement following redundancy?
- A new or more challenging position?
- To increase your earning potential?
- A change in career direction?
- To address your work/life balance?

PCS has assisted thousands of individuals to achieve their optimum career potential with the support of its in-house career management service covering access to the underutilised job market.

PCS are offering a Free Career Review for all Times readers for a limited period. Email your CV to: times@psexecutive.com

www.psexecutive.com 020 7837 5881 times@psexecutive.com

LONDON YORK SHEFFIELD EDINBURGH DUNDEE GLASGOW MANCHESTER NORTHAMPTON PRESTON BIRMINGHAM WOLVERHAMPTON LEEDS NOTTINGHAM CARDIFF BRISTOL CAMBRIDGE EXETER GLoucester LONDON LONDON

CIVILSERVICE

The Civil Service seeks individuals who take pride in performing at the highest professional level. Our environment is fast-paced, complex and politically challenging. We value objectivity, honesty, integrity and impartiality in a changing service that reflects the diversity of a modern United Kingdom. Do you have the passion to progress with us?

NATIONAL OFFENDER MANAGEMENT SERVICE
Director of Offender Management, North East Region
Up to £130k, North East

With responsibility for leading a workforce of over 2,700 people and a £100m budget, you will be expected to achieve a 10% reduction in reoffending over the next three years and deliver significant efficiency savings. You will work closely with local partners at the most senior level.

DEPARTMENT FOR WORK AND PENSIONS
Deputy Director, Learning and Leadership
£90k, London

DWP is the largest public service delivery department, employing over 105,000 people. We are looking for an exceptional L&L professional to lead our 200 strong L&L Function, drive the learning and leadership agenda and build L&L capability across the department.

RURAL PAYMENTS AGENCY
Customer and Compliance Director
£39k, Reading

The Rural Payments Agency seeks an energetic, committed individual to help with the vital task of ensuring compliance and customer care at local level throughout the Customer and Compliance Director will have delivered quality customer service and well-run services.

Commercial Deputy Director
£39k, Reading

The Rural Payments Agency is seeking a dynamic individual with a passion for quality in public service. The Commercial Deputy Director will be an experienced procurement professional with significant experience of buying IT solutions for complex regulatory systems.

HIGHWAYS AGENCY
Finance Director, Major Projects
£39k, Bedford, with significant LK travel

Develop your finance career with this operational role. Leading the highways finance function you will contribute to optimising value for money of a spend over £500m, manage future risks and financially manage a portfolio of land and property assets.

Regional Director, Network Operations (East)
Up to £90k, Bedford, with significant LK travel

Make a real difference to people's lives, help improve drivers' journeys in the key leadership role. With responsibility for the planning, operation, maintenance and improvement of all the major road networks in the region, ensuring sustainable, value for money delivery.

WELSH ASSEMBLY GOVERNMENT
Deputy Director in the Department of Public Health and Health Professions - Head of the Wales Office of Research & Development (WORD) for Health and Social Care
£58k, Cardiff

You will lead the Wales Office for Research & Development (WORD) which is responsible for gathering and implementing policies and strategies for research and development in health and social care in Wales, ensuring that research and development meets the Welsh Assembly Government's agenda.

Senior opportunities in the Civil Service are advertised online at www.careers.civil-service.gov.uk/executive

Visit the website to find out about leading the Civil Service and to view new roles.

Our departments and agencies strive to have a mix of people with different experiences, backgrounds, cultures, outlooks and ambitions. We are fully committed to the principles of equal opportunity diversity. Recruitment decisions are based on merit, ability, qualifications, experience, knowledge and skills.

'creative pledge' offered by the Sunday Times

Case Study: Cabinet Office