



Llywodraeth Cymru
Welsh Government

Deputy Director Economic Policy
Economy Business & Regions
Economy, Treasury & Constitution Group (ETC)

Welsh Government



Hyrwyddwr Busnes
Cyfrifol Cymru
2020



Responsible Business
Champion Cymru
2020



Contents

- 1. Message from Director Sioned Evans**
- 2. Welsh Government Background**
- 3. The role of Economy, Business and Regions Directorate**
- 4. Key Responsibilities**
- 5. Person specification**
- 6. Development Opportunities of the Post**
- 7. How to Apply**
- 8. Selection Process**
- 9. Terms of Appointment**

Business & Regions (B&R) sits within the Economy, Treasury & Constitution Group (ETC)

Thank you for taking an interest in this exciting role of Deputy Director Economic Policy, reporting to the Director of Economy, Business and Regions, and also a member of the wider B&R Directorate SMT, this is a key role within ETC.

Business & Regions sits right at the heart of the Welsh Government. It operates within a fast paced and ever more complex and challenging environment, driven in part by the continued impact of Brexit and Covid-19 and now the pressures of inflation and the cost-of-living.

1. Welcome Message from Sioned Evans, Director Economy, Business and Regions



Sioned Evans Director Economic Policy, Strategy, Business and Regions within the Economy Treasury and Constitution (ETC) Group. 'The Welsh Government recognises that robust policy, strategy and operational alignments play a critical role in ensuring the most effective delivery interventions to tackle the opportunities for creating a vibrant Welsh economy across Wales... The Economy Directorate must achieve quality results in a high-profile environment, results which benefit the communities, people and places across the whole of Wales. I want us to continue striving for the best outcomes, identify the most effective levers for creating those outcomes and to develop a vibrant, empowered team culture to encourage and support creative thinking, pro-active engagement and confident reasoning. As a team we need to be effective and successful. I am committed to ensuring that everybody has an opportunity to develop and contribute to that ambition and that in pursuit of that goal, we have as much fun as possible in our work - as part of an incredibly motivated, pragmatic and supportive team.'

2. Welsh Government Background

The Welsh Government has an annual budget of around £18 billion and is responsible for most public services in Wales. Elected in May, 2021, the First Minister of Wales and their Cabinet lead the Welsh Government and are accountable to Senedd Cymru, the Welsh Parliament.

The UK's transition from the EU at the end of January 2020 has significant implications for Wales and the Welsh Government. Our relationship with the UK Government and the other devolved governments will continue to evolve as our future outside the EU becomes a reality. Along with other public bodies in Wales, all our work is underpinned by the Wellbeing of Future Generations Act, which sets an internationally-recognised framework for policy and delivery focused on our Well-being Goals for Wales and five ways of working which include involvement, collaboration, prevention and long-termism.

Welsh Ministers are supported by a civil service workforce of around 5,500 staff, approximately half of whom were previously located in Cardiff, with the remainder based in Welsh Government offices across Wales. Nearly all our staff are now working remotely and we expect flexible, 'smart' working to be part of our operating model for the longer term - helping us reduce our environmental impact and allowing us to work within the communities we serve. The Welsh Government has small offices in London, Brussels and an overseas network for trade and investment work.

The Welsh Government is accountable to the people of Wales through the Senedd Cymru/Welsh Parliament. Everyone who works at the Welsh Government is joined together by the single common purpose of supporting Ministers to build a better Wales. We aim to meet high standards of transparency and openness; and demonstrate honesty, objectivity, integrity and impartiality in everything we do. Creativity, fairness, partnership and professionalism are our core values, guiding us in our decision-making and in our interactions with each other, providing a clear set of expectations to drive the outcomes we want to see. We also aim to create a working environment which is innovative, stimulating, supportive and representative of the people we serve.

Equality, diversity and inclusion are important principles of the Welsh Government. We aim to be an exemplar employer and our vibrant diversity networks are supported by senior champions, including an Equality and Diversity Champion on our management Board. We have set ambitious diversity targets to improve the numbers of staff we employ from under-represented groups (for example, Black, Asian and Minority Ethnic colleagues and disabled staff at all levels and women at senior levels). We are committed to the social model of disability and to making recruitment and workplace adjustments to ensure equality for our disabled colleagues. Our Workforce Equality, Diversity and Inclusion Strategy 2021 – 2026 sets out our intent to be an organisation that fully reflects the diversity of Wales at every level, is anti-racist and anti-discrimination of all types. Our anti-racist Wales Action Plan outlines our commitment to building an anti-racist Wales, which we can all be proud to belong to, and thrive in.

The Welsh Government is a bilingual organisation; legislation is produced in both Welsh and English, which have equal legal status. We follow statutory standards for the Welsh language in public administration. We are committed to our Cymraeg 2050 strategy and achieving our vision of becoming an exemplar bilingual organisation. We believe the Welsh language is an asset and encourage and support all our staff to learn, develop and use their Welsh language skills in the workplace.

3. The role of the Economy, Business and Regions Directorate

The Business and Regions Directorate is exceptionally busy Directorate, working in ever more complex circumstances, particularly in relation to those economic challenges stemming from our departure from the European Union, Covid 19 pandemic, the current cost of living crisis and the resultant, on-going pressures on businesses and public finances. The role of the regional delivery teams are more important than ever in the certain knowledge that the financial pressures will become tighter. The work and structure of the Directorate is focused on ensuring that the resources allocated are used efficiently and effectively and that those resources are governed to the highest standards.

The Directorate is currently led by two Directors. The Director Economy, Business & Regions is accountable for the whole Directorate but specifically, Strategy, Industrial Transformation, Foundation Economy, priorities and UK Government relationships, Regional Delivery in southeast Wales, and assurance. The Director of Economy, Operations, Business & Regions is accountable for a portfolio which includes Entrepreneurship, Small and Medium-size Enterprises (SME) Development, Business Innovation, Regional Delivery in north, mid & southwest Wales, access to finance including the Development Bank Wales, Economy Futures Fund business grant delivery, Covid post completion delivery and wider assurance across the Directorate.

Reporting to the Director General – ETC, both Directors work closely on a shared ambition to support and enhance the economy in Wales.

Purpose of Post

The role of Deputy Director, Economic Policy is to lead, develop and deliver strategy and policy direction for the Welsh economy, utilising economic evidence and analysis to shape informed policy positions.

Reporting to the Director, Economy, Business and Regions, the Deputy Director Economic Policy supports ETC and Welsh Government wide deliberations on economic issues, as well as playing a vital role in intergovernmental relations, in particular as lead for the Freeport Programme in Wales.

The post holder is part of the Directorate Senior Management Team, leads and manages the strategic Economic Policy function within the Directorate, providing an integrated, creative and evidenced-based approach to developing policy solutions. This involves the development of longer-term plans with the Economic Mission as well as leading and managing shorter-term tasks.

This is a dynamic and challenging role and the post holder will be required to operate credibly at a senior level, gaining the trust and confidence of Ministers and senior officials within the Welsh Government, the UK Government and the other devolved administrations, as well as with external stakeholders, particularly social partners.

You will need to be a strategic thinker, have excellent communication skills and importantly have the credibility and skills to influence others internally and externally.

4. Key Responsibilities

- Leading, developing and delivering policy in relation to economic development; ensuring the delivery of a number of Programme for Government commitments; working with delivery colleagues to ensure that policy is developed with a delivery focus in mind and that policies deliver economic benefits.
- Provide a leadership role for the Department in challenging other Departments on policy development that has an impact on business or wider economic development to ensure that policy developed is in the best interest of the Welsh economy.
- Lead on engagement with UK Government in a joint programme of activity to deliver Wales's first Freeport. This will entail both policy and delivery being delivered and also working across Welsh Government to enable a successful outcome.
- Economic and statistical analysis supporting ETC policy and operational development; ensure that policies and programmes are based on sound evidence and are subject to regular, effective evaluation.
- Directly supporting the Economy Minister on all ETC economic policy matters and engaging with several other Ministers and departments on matters relating to the Welsh economy.
- Management of relevant economic advisory bodies (internal and external), and related sub-groups including the Ministerial Advisory Board, Ministerial Policy Board, Social Partnership meetings and Economic Summit.
- Government business and advice to the Minister of Economy (and other Ministers if required) on economic policy matters.
- Leading intergovernmental relations, including building relations with BEIS, engagement with DLUHC on Freeports and Investment Zones and other relevant departments in Whitehall.
- Engagement with stakeholders, including lead liaison with business organisations, and trade union engagement reflecting the Welsh Government's commitment to social partnership.
- Leading the Economic Policy team which includes a small expert group of Economists, using coaching and development to ensure high individual and team performance.
- Deputise for the Director when required and contribute to the leadership of the Business & Regions Directorate, and wider ETC Group as a member of the Senior Civil Service.

5. Person Specification

The successful candidate will have a range of , skills and experience, including:

- Proven track record in setting strategic direction for key policy areas.
- A deep understanding of regional economies in Wales, the key participants, sectors and the ability to substantiate and translate intelligence into quality commercial and high-level government advice and.
- Be able to demonstrate a deep understanding of Wales, especially the Welsh Economy including the opportunities and constraints of working in a devolved administration
- Proven track record of effective and impactful internal and external cross discipline engagement and working - ideally within a complex and multi administrative context (i.e. local authority, regional, Wales, UK and international).
- Proven track record of mobilising governance and working arrangements in complex internal and external cross discipline environment.
- Demonstratable experience of working with senior staff/stakeholders to tight deadlines.
- Able to reflect on and learn from your own lived experiences and use this experience of working effectively and of leading a team successfully during periods of sustained pressure, scrutiny, and ambiguity.
- Experienced and proven track record in taking policy into delivery through the use of effective well planned project management, assurance and accountability frameworks.
- Commitment to ensuring the principles of equality, diversity and inclusion are embedded in the way they work.

Welsh Language

Welsh language skills are not essential for this post, but they would be an asset. We expect the successful candidate to develop their Welsh language skills on appointment and we will fully support them to do this, with training available. As is the case in respect of other requirements, reasonable adjustments can be discussed during the application stage or on appointment.

6. Development opportunities for the Post

- Ministerial and senior level visibility and engagement across Welsh Government portfolios
- Visible and high-profile representative role with direct engagement with UK Government, Irish Government ministers and officials as well as political/senior level engagement across all key public sector organisations in the regions and key private sector organisations (including trade and representative bodies)
- Opportunity to engage directly at the senior level at the UK scale and key stakeholders
- Opportunity to lead complex and very high-profile engagement arrangements that will result in delivering some of this governments top priorities

7. How to Apply

We welcome applications in Welsh and English. Applications in either language will be treated as equitably as possible, including the opportunity to undertake part of your assessment for this post in Welsh. The application form will ask you to confirm your preferred language for assessment. Applications in Welsh will be translated into English prior to sift.

Applications should be submitted via the Welsh Government on-line system no later than **12:00 24 March 2023**. To apply, you will be asked to register for an account on the on line system using an email address. It is recommended that you select an email address to which only you have access, as this will be our main method of communication with you regarding the selection process.

If you have an impairment that would prevent you from applying on line, please email SCSRecruitment@gov.wales to request an alternative format, or to request a reasonable adjustment in order to submit your application.

Name Free Recruitment

Your name should be removed from your CV and personal statement when you submit your application.

As part of the recruitment process, you will be asked to provide the following:

- **A completed application form;**
- **An up to date CV** setting out your career history with key responsibilities and achievements;
- **A personal statement of no longer than two sides of A4** explaining how your professional qualifications, skills, qualities and experience are suitable for these roles and, in particular, how you meet the person specification.

Diversity information

The Welsh Government is committed to achieving a workforce that reflects the society it serves, at all levels including the most senior. You will be asked to confirm some diversity information on your application form. Collecting this information enables us to identify whether we are recruiting from the widest possible pool of talent and check that all groups are being treated fairly throughout the process. This form will not be disclosed to anyone involved in assessing your application. If you do not wish to provide a response to a particular question, you should complete the 'Prefer not to say' option. You will not be able to submit your application if you leave any of the questions unanswered.

Questions and informal discussion

If you would like to discuss this role further, please email SCSRecruitment@gov.wales

Online technical problems

Please email SCSRecruitment@gov.wales

8. The Selection Process

Overview

The Recruitment Team via the Welsh Government system will acknowledge your application and when appropriate you will be advised about the outcome of the shortlist meeting which will be held on **w/c 27 March 2023**.

Assessments for Shortlisted Candidates Only

The below activities will form part of the overall assessment required for this recruitment exercise:

- **On Line Psychometric Tests** - these will include a discussion with a psychologist. You will receive a link to these on-line tests within 10 working days from the shortlisting meeting.

If you have completed the online psychometric test in the last 2 years, for a post at the same grade, it will not be necessary for you to take these tests again for this particular recruitment exercise.
- **Staff and Stakeholder Engagement Exercise** – these will take place on **12 April 2023**. Further details will follow.
- **Panel Interviews & Presentation** – these are scheduled **19-21 April 2023**. These will also take place virtually via Microsoft Teams. Interviews will last around 45 minutes. The Panel will receive feedback on your staff/stakeholder engagement exercise before you are interviewed. Your interview will consider how your skills and experience as outlined in your CV and personal statement meet the requirements of the role. Candidates will be given at least one week's notice of the presentation topic. Please note that presentations are to be delivered without the use of hand-outs or electronic devices unless as part of a reasonable adjustment, however, you are welcome to use prompt cards.

Please note, recruitment adjustments can be made at any part of the recruitment process for candidates with an impairment or health condition, who are neuro-divergent or who use British Sign Language. Please get in touch with SCSRecruitment@gov.wales to discuss adjustments for any part of the process.

The selection panel will include:

- Sioned Evans, Director Business and Regions
- Richard Baker, Deputy Director Land Division
- Dr Andy Fraser, Deputy Director, Water and Flood Division

Biographies

Sioned Evans, Director Business & Regions



Sioned is director, Business and Regions, responsible for supporting businesses, nurturing relationships and improving the development and impact of local investment opportunities. Sioned was previously Head of Property in the Welsh Government and Chief Executive Officer of the Welsh European Funding Office (WEFO) with responsibility for leading the strategic implementation of the £300 million European Structural Fund programmes in Wales and for shaping and implementing Welsh Government regional economic development policies and programmes beyond EU transition.

A Chartered Surveyor by background, Sioned has over 30 years' experience in public and private sector project delivery, is a former member of the Welsh Government Board and Chair of the Welsh Government Operations Committee. Sioned is a Director of International Business Wales, Head of Profession (Surveying) for the Welsh Government and provides executive coaching and mentoring support in both Welsh and English, across the wider public sector.

Sioned was educated and worked in Hemel Hempstead, Newcastle upon Tyne and Guildford before settling with her family in Wales. A Welsh speaker from birth, Sioned enjoys visiting historic sites, cold water dipping and literature..... as well as socialising and the odd crime drama.

Richard Baker, Deputy Director, Land Division



Richard is a Chartered Surveyor by background, having been in the Welsh Government for 20 years. Based in the Housing & Regeneration Directorate, Richard leads a Division with a remit to work across government and the wider Welsh public sector to unlock the potential of public assets and to stimulate a more active approach to developing land in the public interest. Land Division also has its own land portfolio which is focussed on delivering more high quality affordable, low carbon housing across Wales. Richard has also led on the development and implementation of the Welsh Government's first Corporate Asset Management Policy and Strategy for its land and building assets. This work has included the introduction of best practice acquisition and disposal guides, to ensure consistency of approach across government. He also leads on the Ystadau Cymru programme, which enables and influences collaborative best practice asset management across the Welsh public sector. One of its key achievements has been the development of a best practice guide to Community Asset Transfers.

Dr Andy Fraser, Deputy Director, Water, Flood and Coal Tip Safety



Andy has 22 years' experience of delivering high profile policy and legislative programmes for the UK and Welsh Governments. Earlier in his career, Andy led work on Defra's flagship Better Regulation programme on environmental permitting before a role in Cabinet Office where he led work as part of the Prime Minister's National Security Strategy. Having led the development of Wales' first Climate Change Strategy, Andy went on to lead the design of the Environment (Wales) Act before being appointed as Head of Fisheries. Assigned to the Welsh Treasury between 2018-20 as Head of Tax Strategy, Andy led the implementation of Welsh Rates of Income Tax project, a cornerstone of new devolved tax powers. As Deputy Director of Water, Flood and Coal Tip Safety, Andy is now leading the Welsh Government's water and flood risk management portfolio and overseeing the First Minister's Coal Tip Safety Task Force.

Disability Confident Interview Scheme

As part of our commitment to encouraging disabled people to apply to the Welsh Government we will offer an interview to disabled people who meet the minimum requirements for the post. By 'minimum criteria' we mean that you must provide us with evidence in your application which demonstrates that you generally meet the level of competence for the role and any qualifications, skills or experience defined as essential.

Welsh Government has adopted the social model definition of disability, which recognises that barriers in society act to disable people who have impairments or health conditions, who are neurodivergent or who use British Sign Language. We are committed to removing barriers so that all (or potential new) staff can perform at their best. The Equality Act 2010 uses the medical model definition of disability ("a physical or mental impairment which has a substantial and long-term impact on a person's ability to carry out normal day to day activities").

If you have an impairment or health condition, are neuro-divergent or use British Sign Language and need to discuss reasonable adjustments for any part of this recruitment process; or if you wish to discuss how we will make adjustments if you were to be successful, please email SCSRecruitment@gov.wales as soon as possible and a member of the team will contact you for a discussion.

We are committed to the employment and career development of disabled people.

A Great Place to Work for Veterans

This vacancy is part of the [Great Place to Work for Veterans](#) initiative.

Competencies

Applicants are required to demonstrate their competency against the full range of leadership and SCS core skills identified for Senior Civil Servants as part of the Civil Service competency framework.

For further information about core competencies please access the full document [here](#).

Civil Service Code

All civil servants are expected to conduct themselves in accordance with the civil service code. Please see Appendix B.

Indicative Timetable

The closing date for applications is **12:00 24 March 2023**

Shortlisted Meeting: **w/c 27 March 2023**

Psychometric testing: within 10 days of the shortlisted meeting

Stakeholder Engagement Exercise: **12 April 2023**

Interview panel: **19-21 April 2023**

All of the above assessments will be held remotely via Microsoft Teams. The above dates may be subject to change.

9. Terms of Appointment

This is a permanent post. It is available to permanent UK Civil Service employees (recruited through fair and open competition) on a lateral and promotion basis. This post is also available to those who wish to join the Civil Service and to those who wish to apply on a loan basis, or a secondment basis for up to two years initially.

Eligibility

As part of your application you will be asked a number of questions. The purpose of these questions is to determine if you are eligible to apply for this opportunity. You will be asked, as part of your eligibility, to confirm your nationality details and that you are legally allowed to work in the United Kingdom. This is a requirement for working within the Civil Service. If you do not meet the eligibility criteria as set out in the application form, your application will not be taken further. If it becomes apparent at a later stage in the process that you aren't eligible to apply, your application may be withdrawn, or offer retracted.

Nationality requirements

This job is broadly open to the following groups:

- *UK nationals*
- *nationals of Commonwealth countries who have the right to work in the UK*
- *nationals of the Republic of Ireland*
- *nationals from the EU, EEA or Switzerland with settled or pre-settled status or who apply for either status by the deadline of the [European Union Settlement Scheme \(EUSS\)](#)*
- *relevant EU, EEA, Swiss or Turkish nationals working in the Civil Service*
- *relevant EU, EEA, Swiss or Turkish nationals who have built up the right to work in the Civil Service*
- *certain family members of the relevant EU, EEA, Swiss or Turkish nationals*

[Further information on nationality requirements](#)

Remuneration

The role is at **Deputy Director** level and the starting salary is **circa £73,000**.

For existing Civil Servants

If you are a substantive **Deputy Director** applying on a lateral transfer basis to Welsh Government you will retain your existing salary.

If you are an existing civil servant applying on promotion, the starting pay on promotion will usually attract 10% increase in base pay or be at the pay band minimum, whichever is greater. However, for staff promoted from the Grade 6 pay band maximum, the increase will be capped at 5% or be at the Senior Civil Service pay band minimum, whichever is the greater.

Secondment - If you are applying for this role on a secondment basis, you will retain your existing terms and conditions including salary.

Working hours

Applications are welcome from people who work full-time, part-time, or as part of a job share. It is expected that if you apply as a job share partnership, this arrangement is in place when submitting your application and please make it clear on your application forms that you are applying as part of a job share partnership. We welcome applications from people who work part-time and if someone who wants to work part-time is successful, we will make proportionate adjustments to the responsibilities of the post.

Location

You may work from any of the four Welsh Government offices based in Wales, which are located in Cardiff, Merthyr Tydfil, Llandudno Junction and Aberystwyth.

The nature of the post means that there is an expectation that you will need to regularly travel across Wales and spend some time in Cardiff/ London for specific events

We are supportive of home working and tailoring patterns to suit individuals' circumstances.

The majority of Welsh Government staff are currently working from home/working remotely and this will continue to some degree so that we can reduce our environmental impact and support people to work closer to the communities they live in.

Relocation Expenses

Relocation expenses of up to £8,000 may be payable.

Smart Working

The Welsh Government actively encourages Smart Working. This means focusing on how you use your time, and where and how you work, to meet business needs in the most productive way. This provides staff with considerable flexibility and the expectation is that teams will work from home for a high percentage of the time for the foreseeable future. Smart, flexible working is becoming a permanent feature of working life in Wales and the Welsh Government will lead the way in this.

Annual leave

Length of service

- Up to 1 year – 25 days annual leave entitlement;
- 1 year – up to 2 years – 26 days annual leave entitlement;
- 2 years – up to 3 years – 27 days annual leave entitlement;
- 3 years – up to 4 years – 28 days annual leave entitlement;
- 4 years – up to 5 years – 29 days annual leave entitlement;
- 5 years or more – 30 days annual leave entitlement.

If an existing civil servant is promoted into or within the Senior Civil Service, their annual leave allowance is based on their period of continuous employment in the Civil Service, as shown above.

The successful candidate will be appointed on the modernised Senior Civil Service terms and conditions.

Retirement

There is no mandatory retirement age for Senior Civil Servants.

Terms and Benefits

Pension Scheme: <https://www.civilservicepensionscheme.org.uk>

- Occupational Health Services, including counselling and eye care provision.
- Leave provisions including:
 - Carers' leave;
 - Paid and unpaid maternity leave;
 - Flexible paid paternity leave;
 - Flexible paid adoption leave;
 - Shared parental leave.

Conflicts of interest

Candidates must note the requirement to declare any interests they may have that might cause questions to be raised about their approach to the business of the Welsh Government.

They are required to declare any relevant business interests, share holdings, positions of authority, retainers, consultancy arrangements or other connections with commercial, public or voluntary bodies, both for themselves and for their spouses/partners.

The successful candidate will be required to give up any conflicting interests and his/her other business and financial interests may be published.

Official Secrets Act

The post is covered by the Official Secrets Act.

Diversity and Equality

The Welsh Government is committed to providing services which embrace diversity and which promote equality of opportunity. Our goal is to ensure that these commitments are embedded in our day-to-day working practices with all our customers, colleagues and partners. The Board has an Equality Champion and receives regular updates on equality and diversity. We are committed to recruiting women, Black, Asian and Minority Ethnic people and disabled people, who are currently under-represented in the Senior Civil Service.

We are committed to increasing diversity, removing barriers and supporting all our staff to reach their potential. We are a Stonewall Diversity Champion and a Disability Confident Level 3 (Leader) organisation. Key to supporting this work and providing peer support are five Board sponsored Staff Networks (Disability Awareness and Support (DAAS); Minority Ethnic Support Network (MESN); Mind Matters (Mental health and well-being); PRISM (Lesbian, Gay, Bisexual, Transgender, Intersex +) and Women Together.

The Civil Service Commissioners

The Welsh Government's recruitment processes are underpinned by the principle of selection for appointment on merit on the basis of fair and open competition as outlined in the [Civil Service Commissioners' 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 SCSRecruitment@gov.wales in the first instance.

If you are not satisfied with the response you receive from the Welsh Government you can contact the Office of the Civil Service Commissioners.

Security level

The successful candidate must be cleared to SC (Security Check) level before taking up post. The timescales for security clearance may vary, however, after receiving completed paperwork it can take between 10 and 12 weeks.

Appendices

Appendix A: [CIVIL SERVICE LEADERSHIP STATEMENT](#)

Appendix B: [CIVIL SERVICE CODE](#)