



Financial Services
Compensation Scheme

Working @ FSCS

Candidate Pack

Head of Customer Communications and Marketing



Head of Customer Communications and Marketing



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Compensation Scheme

Head of Customer Communications and Marketing – Role Profile

Job Purpose

Reporting to the Chief Communications Officer, The Head of Customer Communications and Marketing will lead a multi-disciplinary team to drive to develop and deliver a customer communication and consumer awareness strategy supporting FSCS's key priorities and strategic plans.

Key responsibilities include:

- managing the brand to ensure consistent communication of FSCS's mission and values across all channels and ensuring that the integrity of the brand is maintained and promoted at all times;
- increasing the reach and quality of our marketing and consumer communications to create better awareness and understanding of our activities, performance and proposition; and
- creating and publishing relevant, timely and empathetic customer communications

Key Responsibilities – CCO Leadership Team Member

As a key member of the Senior Leadership Team, the Head of Customer Communications and Marketing will deputise for the Chief Communications Officer and liaise with the Executive Team and members of the FSCS Board on key business issues. They will assume a strategic role in the overall leadership of FSCS and have an important part to play in the delivery of FSCS's strategy and governance.

Key Responsibilities

Overarching

- Develop and oversee the delivery of an effective and engaging customer and marketing communications strategy to build FSCS's brand and reputation, meet its strategic priorities and deliver a fantastic customer experience.
- Own all content on FSCS's owned channels – including website and social media.
- Identify and effectively utilise a range of channels to deliver measurable results, including above the line, direct and digital marketing.
- Provide strategic marketing and customer communications advice to the CEO and ExCo.
- Monitor and measure the effectiveness of all marketing/customer communications activity.
- Budget management.
- Management of FSCS's CRM system.
- Identify, manage and mitigate team, department and Scheme-wide reputational risks.

- Deputise for the Chief Communications Officer and stand in for the Head of External Affairs during holidays and absence.
- In conjunction with the Head of External Affairs, lead the communications response to issues and incidents, in particular customer messaging and communications.

Brand

- Manage the brand and FSCS protected badge to ensure consistent communication of the
- Scheme's mission and values across all owned and Paid channels and ensure that the integrity of the brand is maintained and promoted at all times.
- Ensure internal, digital and non-digital marketing materials are consistent with our brand guidelines.
- Set and monitor FSCS's tone of voice and visual identity.

Key Responsibilities continued..

Customer and Consumer Communication

- Work closely with the Head of Customer Support to identify customers' pain points and recommend customer communications solutions to improve.
- Develop FSCS's owned communications channels and systems, so that the right messages are delivered to the right channels at the right time.
- Develop and oversee the delivery of a customer communications strategy to help drive positive CSat scores and improve the customer experience.
- Take ownership for communications issued via the Scheme's CRM system.
- Communicate to customers and consumers FSCS updates or changes, such as change in protection limits and design of the protected badge
- Ownership for failed firm customer communications and communication delivery.

- Ensure customer communications are GDPR compliant.

Marketing, awareness and Insight

- Devise and ensure buy-in for marketing strategies to all key stakeholders which will drive awareness of FSCS with target audiences.
- Own the annual marketing budget for direct centralised marketing contributions.
- Appoint and manage a roster of agency partners.

Risk

- Accountable for the identification, mitigation, management, reporting and escalation to second line of risks, and accountability for the operation of relevant controls.

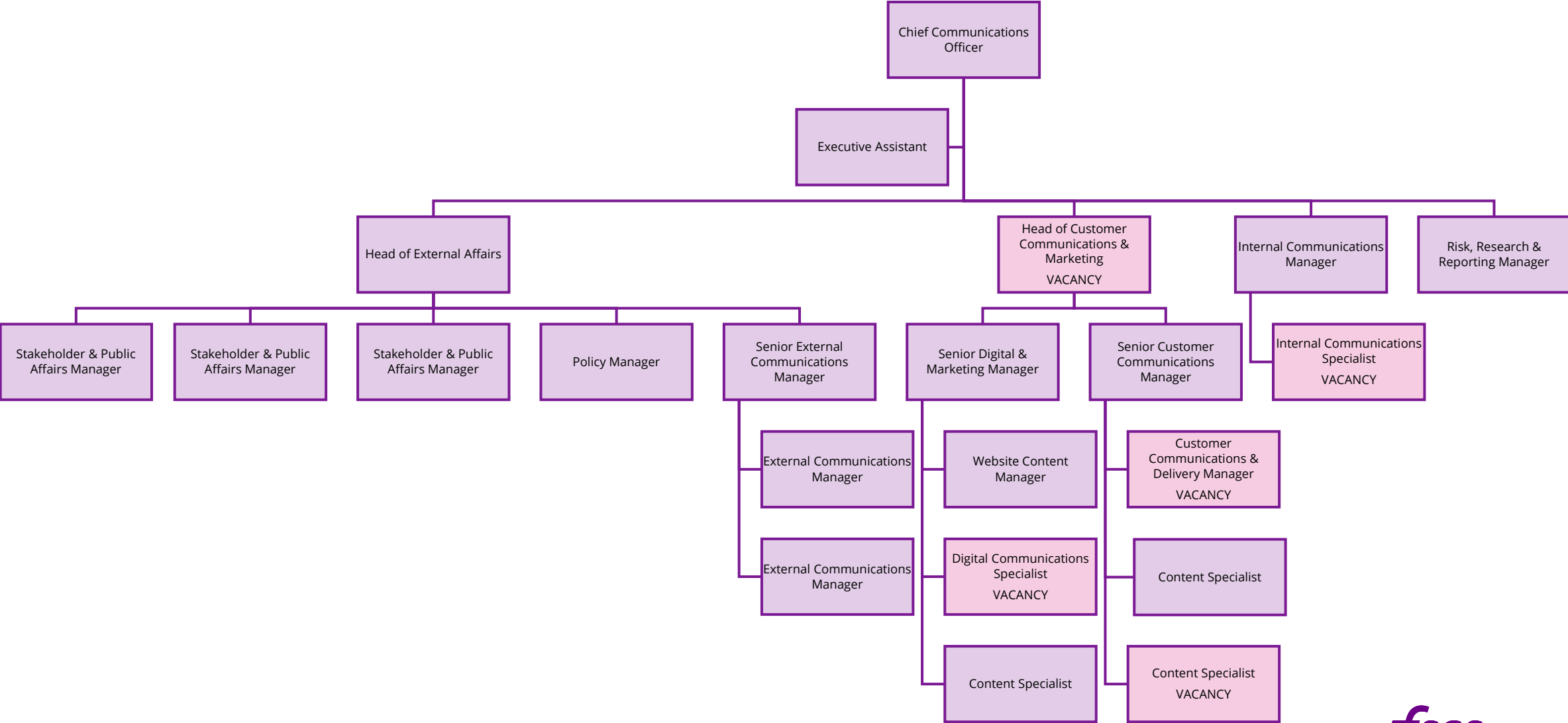
Person Specification

Required knowledge, skills and experience

We are looking for someone who can demonstrate the following behaviours and ways of working:

- Experience of developing and managing a customer communications strategy and resources.
- Understanding of the financial services sector, regulatory and legislative drivers.
- Solid understanding of the brand planning process and the broad principles of good marketing strategy and brand positioning.
- Demonstrated experience in digital marketing and social media, and an eye for innovative high impact communications across multi-media channels.
- Strong project management skills, including experience of working across complex multistakeholder initiatives, and managing scarce resources to tight deadlines.
- Experience of developing and managing budgets and procuring and managing suppliers to deliver outsourced support.
- Excellent written and verbal communication skills, and an ability to tailor communication outputs to a wide range of audiences.
- Strong line management experience and leadership qualities in terms of motivating and inspiring team members to perform at their best.

CCO Organisation Chart



About FSCS

The Financial Services Compensation Scheme (FSCS) is the UK's compensation scheme for financial services, helping people get back on track by protecting them when authorised financial services firms fail. FSCS is an independent free service which covers all regulated financial services in the UK. The Scheme protects: deposits in banks, building societies and credit unions; insurance policies; some investments and investment advice; insurance broking; mortgage advice; self-invested personal pensions (SIPPs); pensions advice; payment protection insurance (PPI); debt management plans; and pre-paid funeral plans.

FSCS's mission is to provide customers with a trusted compensation service which helps raise public confidence in the UK financial services industry.

FSCS has grown from modest beginnings in 2001 to help customers during historic events such as the 2008 banking crisis and the 2020 global pandemic. Its experience mirrors that of the industry, government, and regulators in adapting to change, learning, improving, and overcoming difficulties and its work has been recognised in many national awards.

FSCS has paid out billions in compensation and come to the aid of millions of customers. FSCS is funded by levies on the financial services industry, and its service is free to the individuals and businesses who need its help. By providing this service, FSCS contributes to market confidence and supports financial stability.



Highlights 2024/25



11,799 Customer Decisions



20,350 deposit payments



12,749 insurance payments



85% Customer Satisfaction



WIP reduced for 18 consecutive months

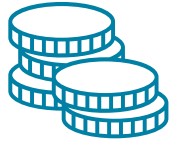


>5000 claims released from EI investigations

Contact Centre

34, 533 calls answered
94.6% of these answered under 60
seconds
>3,000 webchats answered within
SLA

Highlights 2024/25



£55.9m recovered (£110m over last 2 years)



Completed 30 procurements



3 judicial reviews successfully defended



Reduced CO2 emissions per employee by 15%



Levied £265m across c39,000 regulated financial services firms.



Reduced paper consumption by 17%



Approx 90,000 sanctions checks completed

FSCS Key Relationships



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Total Reward @FSCS



Core My Flex Benefits

FSCS offer a wide range of core and voluntary employee benefits which are annually reviewed and benchmarked. We feel some benefits are so important that we offer them as part of our core benefit package funded by FSCS.

FSCS funded:

- Personal pension
- Private medical insurance (for you, your partner, and dependent children)
- Life assurance
- Income protection
- Dental insurance
- Health screening
- Virtual GP
- Employee Assistance Programme (EAP)



Optional My Flex Benefits

Employee funded:

- ISA
- Will writing
- Critical illness insurance
- Discounted gym membership
- Travel insurance
- Tax-free childcare
- Holiday purchase
- Charitable giving
- Dining card
- Fun Pass
- Cycle to work scheme



Work/Life Benefits...

Additional benefits include:

- Flexible working
- Enhanced maternity, paternity and adoption leave with no minimum length of service (26 weeks full pay)
- Paid parental leave (three days annually)
- Enhanced dependants leave (20 paid days annually)
- Volunteering allowance (two paid days annually)
- 4 weeks work from anywhere policy
- Funding for eyesight & hearing testing/equipment
- YuLife health app
- Wellbeing resources (includes menopause, mental health, women's health)

Our Total Reward package brings together benefits, bonus, salary benchmarking and salary progression into one compelling package that showcases what the FSCS is about, how we want to support our people and what we recognise, value and reward.

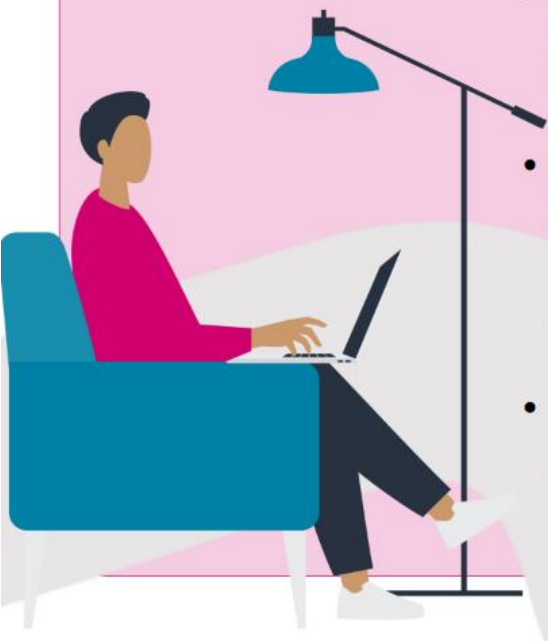
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Total Reward @FSCS



Workspaces



- **Equipment Allowance** – an annual £200 allowance to purchase additional office equipment for your home working space.
- **Office Collaboration Spaces** – when you're and want to connect with colleagues you may not want to be confined to a desk. Our touch-down collaboration spaces allow you to get together informally.
- **Office Concentration Space** – a room with four private booths ideal for those who need quiet time to focus on a particular piece of work.

Recognition

- **High Fives** – a great way to recognise and thank colleagues across the Scheme, at any level.
- **High Five Vouchers** – an opportunity for managers to recognise colleagues for going above and beyond with a monetary reward.
- **Fests** – quarterly socials to celebrate our achievements together and give back to the local community.
- **Annual People Awards** – celebrating the contributions and positive impact our people make on the organisation, each other and our customers.
- **Long Service Recognition** – valuing the experience and knowledge that our historians bring, celebrating their stories and recognising their contributions.



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Working@FSCS

We are an organisation of nearly 350 permanent people and an average contractor population of 120.

We're located in Beaufort House, Aldgate, London.

Our office environment is an important part of our culture at FSCS, providing a space for connection, collaboration, celebration, creativity, and compassion.

Our standard working week is 35 hours. To support the best home and working life balance we have a hybrid and flexible working policy that asks people to spend a minimum of 40% of their working hours at our office space and allows the hours worked to be flexed between 7am and 7pm.



Life@FSCS

We recognise the importance of a diverse and inclusive workplace. We know that our diverse and purpose-driven culture helps us to deliver a brilliant service for our customers.

So, we're committed to ensuring that FSCS is a place where everyone can succeed in achieving their goals. We recruit from the widest, most diverse pool of talent and support colleagues once they've joined to create a real sense of belonging.

At the heart of this strategy is an open, honest and supportive culture that enables people to bring the best of themselves to work.



"It's so nice to have that engagement and support," she says. "It makes you want to go much further in your work and to be a reliable employee who goes the extra mile. You believe in the organisation and you feel supported by it in turn. This organisation is worth 100% of my effort."

Alethea Beharie-Campbell,
Recoveries Legal Specialist

"FSCS offers 26 weeks of paid parental leave. I got a very warm feeling inside when I found that out. They don't have to do it, but it shows how much FSCS cares about their people, genuinely cares."

Harpreet Likhari,
SCV Data Assurance Manager



How to apply



For more information and a confidential discussion about this role, please contact:

Lisa Burton on +44 141 220 6464 or email: lisa.burton@lhh.com

Charles Wilson on 07801 880420 or email: charles.wilson@lhh.com

Rajan Mirpuri on 07958 351135 or email: rajan.mirpuri@lhh.com

Closing Date: **Midnight, Wednesday 30th July 2025**

When applying please upload a CV and Cover Letter – your cover letter should address; your motivations for applying for the role, how your experience addresses the essential criteria and requirements and where you will add value.



To apply for this role, please click the link below:

[Head of Customer Communications and Marketing](#)

July 25



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