



Candidate Pack

Director of Communications

Advertising Standards Authority

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Foreword

Dear candidate

The ASA is the UK regulator of advertising across all media, including online. Our work includes taking proactive action against misleading, harmful, offensive or otherwise irresponsible ads and acting on complaints. We make sure ads are legal, decent, honest and truthful.

This is an exciting time to be joining us as we continue to implement our 2019-2023 strategy, *More Impact Online*. The ASA is changing to deal with the new challenges posed by regulating online advertising at scale. We are three years in to the job of rebalancing our regulation away from reactive complaints casework towards proactive, tech-assisted intelligence-gathering, complaint handling, monitoring and enforcement. Our communications capability is crucial to our ability to succeed.

You will be responsible for leading the internal and external communications, public affairs, marketing and research functions of the ASA and CAP.

You will lead in making the case for effective advertising self- and co-regulation to politicians, opinion-formers, industry and public, including through raising awareness of our current and future role regulating online advertising and through overseeing the roll out our ASA ad campaign to the whole of the UK.

You will also oversee the communications budget and act as one of our key spokespeople, including in live interviews in broadcast media.

And as a member of the Senior Management Team, you will play an active role in the initiation, development and implementation of strategy and policy across the full range of our responsibilities.

We think the ASA is a great place to work. Having moved into our fantastic new office in Shoreditch shortly before the pandemic hit, we are now adapting to hybrid working. We have a culture that is open, friendly and collaborative, with a real focus on making the right decisions in the right way, and learning while we are doing it. We welcome applications from all sections of the community and we are committed to being a diverse and inclusive organisation, both so we can represent everyone in the UK and so our own colleagues feel at home at work.

You can look forward to an interesting and varied career in media regulation if you have the passion and drive to help us achieve our goal to **make every UK ad a responsible ad**. We look forward to hearing from you and, hopefully, joining us soon.

Yours



Guy Parker
Chief Executive



About the Advertising Standards Authority

The Advertising Standards Authority (ASA) is the UK's independent regulator of advertising across all media. Our purpose is to make ads responsible and our ambition is to make every UK ad a responsible ad. We do that by administering the UK Advertising Codes, which are written by the Committees of Advertising Practice (CAP). Together, the ASA and CAP make up the UK's advertising regulatory system (hereafter referred to as the ASA system).

The ASA system is a mixture of self-regulation for non-broadcast advertising and co-regulation (with Ofcom) for broadcast, VOD and VSP advertising. We are funded by the industry, which also writes the rules through CAP, but those rules are independently administered by the ASA.

The system is funded by advertisers, primarily through a 0.1% levy on display advertising space and airtime and a 0.2% levy on direct mail. The levies are collected by two arms-length industry funding bodies: Asbop and Basbop.

Our system is a sign of the considerable commitment by the advertising industry to uphold standards in their profession. All parts of that industry – advertisers, agencies, media and platforms – have come together to commit to being legal, decent, honest and truthful in their ads.

We have been responsible for regulating non-broadcast advertising since 1962, when the ASA was established by the industry. Our success led Ofcom to contract-out to us the regulation of broadcast advertising (TV and radio) in 2004. That move was approved by Parliament and created a 'one-stop shop' for all advertising complaints. Our system expanded again in 2011, when we began regulating companies' own advertising claims on their own websites and social media channels.

The ASA is widely recognised as being responsible for controlling ads in all media in the UK and we work closely with statutory regulatory partners, such as Ofcom, National Trading Standards and in co-operation with other regulatory bodies. We're independent of Government.

The Advertising Codes cover the following:

- Print and press ads
- Poster ads
- Direct mail ads
- Television and radio ads
- Sales promotions, e.g. competitions and special offers
- Direct marketing email and text messages
- Online ads (e.g. online paid ads, influencer ads and companies' own claims on their own websites and social media channels)
- Teleshopping ads/output
- Cinema commercials

Based in Shoreditch, London, the ASA employs approximately 117 people working across the following functions:

- Complaints and investigations
- Compliance and monitoring
- Copy Advice
- Regulatory Policy
- Communications, public affairs, marketing and research
- Corporate Services
- Data Science.

Further information about the ASA and the work we do can be found at www.asa.org.uk.

Our working environment:



Our purpose, ambition and strategy

Our purpose and ambition

Our purpose is to make ads responsible and our ambition is to make every UK ad a responsible ad.

What we do is important

We're passionate about what we do because responsible ads are good for people, society and businesses.

How we regulate

We regulate ads wherever they appear. It's right for us to focus on online ads, but we won't take our eye off the important task of making sure ads are responsible in offline media too. Resolving public complaints will continue to be vital to our work, but so will continuing our proactive regulation.

Our More Impact Online strategy:



The six strands of our strategy:

- People and the planet:** We will put people first. People means everyone, not just those who complain to us. We'll explore the role advertising regulation can play in responding to the climate emergency. We'll be open to listening and collaborating in new ways. And we'll continue to improve our engagement with the UK nations and regions.
- Online:** We will improve our regulation of online advertising. We'll continue to focus on misleading content and inappropriate targeting, but we'll also be open to thinking beyond that, for example working more closely both with the large online platforms and with the government and Ofcom, both on Video Sharing Platform advertising regulation and to address any gaps in online advertising regulation, including potentially via co-regulation. We'll raise awareness of, and develop our thought-leadership in, online ad regulation.
- Effectiveness:** We will deliver high quality, proactive regulatory projects on ads that cause the most detriment to people. We'll prioritise better, use machine learning to improve our regulation, act more nimbly, simplify and make more efficient our regulation where we can.
- Buy-in:** We will work closely with key stakeholders to put our funding on a sustainable basis. We'll seek greater buy-in from online-only advertisers, retailers, brands, micro- and SME businesses and the social influencer community, by highlighting the benefits of our regulation and being open to regulating differently.
- Enforcement:** We will improve how we proactively identify and remove irresponsible ads (particularly online) and our sanctioning of non-compliant advertisers.
- Independence:** We will continue to regulate without fear or favour, taking account of the evidence-base at all times. We'll continue to demonstrate the effectiveness of our regulation – including in response to challenges to TV and online ad regulation – through our actions and our communication, and we'll be open-minded to change that strengthens the ASA system.

To find out more about our strategy please read our detailed [strategy document](#), which outlines the case for change.

Our shared values are:

- Proactive
- Collaborative
- Accountable
- Decisive

External stakeholders will also find us

- Independent in administering the Advertising Codes
- Evidence-based, targeted and consistent
- Reflective of society, not a social engineer

Our commitment to good regulation

It's important that those we regulate understand what standards they can expect from us as a regulator.

Together, the ASA and CAP are committed to regulating in a way that is transparent, proportionate, targeted, evidence-based, consistent and accountable.

In Our Commitment to Good Regulation we have set out six commitments – modelled on the Regulators' Code - and some of the practical ways in which we make these commitments a reality through our day-to-day work.

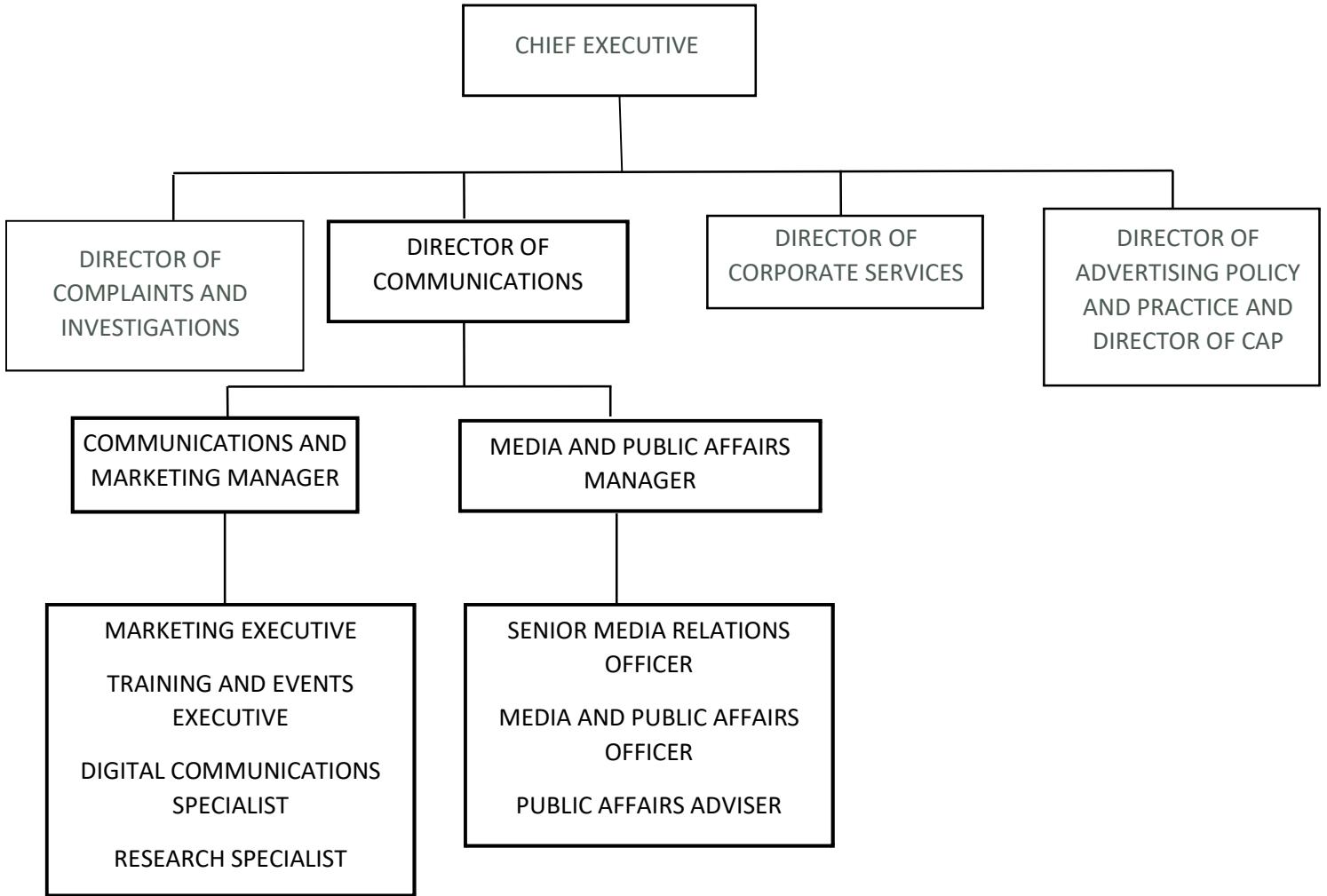
Like the Regulators' Code, our commitments do not take away from our main purpose to ensure that all UK ads are responsible. It remains important for us to continue to strike the right balance between those we regulate and those we protect.

Our six commitments

1. We'll keep regulatory burdens to a minimum
2. We'll engage with you
3. We'll be targeted
4. We'll share information
5. We'll provide advice and training support
6. We'll be transparent

Read [Our Commitment to Good Regulation](#).

Our structure



Role profile

Location: Shoreditch, London (part office, part home)

Reports to: Chief Executive

Hours: Open to flexible working

Direct reports: Overseeing a team of nine, you have two direct reports: the Communications and Marketing Manager and the Media and Public Affairs Manager.

Role: You are responsible for leading the internal and external communications, marketing, public affairs and research functions of the ASA and CAP. You lead in making the case for effective advertising self- and co-regulation to politicians, opinion-formers, industry and public, including through raising awareness of our current and future role regulating online advertising and through overseeing the roll out our ASA ad campaign to the whole of the UK. You also oversee the communications budget and act as a key spokesperson for the ASA, including in live interviews in broadcast media.

As a member of the Senior Management Team (SMT), you will play an active role in the initiation, development and implementation of strategy and policy across the full range of ASA responsibilities.

Key accountabilities:

Strategic

1. Lead the communications-related elements of our strategy, including important objectives around improving awareness of our online regulation, taking into account the views of stakeholders in the nations and regions, using public research (among other things) to find out what are the most important issues for us to tackle and promoting and helping to deliver our advice and training services to industry.
2. Lead the Independence strand of our strategy to reinforce and champion our independence from both industry and government. Through that strand, help to demonstrate the effectiveness of our regulation - including in response to challenges to TV and online ad regulation - through our actions and our communication.
3. Contribute to the implementation of our strategy generally, including by overseeing the provision of effective communication support for any changes that emerge from the strategy's six strands, but also by contributing to our exploration of how we use technology (including data science) to improve our regulation.

Core

4. Oversee the implementation of our communications, marketing, public affairs and research strategies, to protect our reputation and promote our work. Ensure we are prepared for and protected from issues that could negatively affect our reputation.
5. Increase political awareness of, and confidence in, the ASA system, in particular by promoting the value of the system to opinion formers. Manage the interface with parliamentary and other key stakeholders in the UK and Europe and build long-term contacts and networks. Ensure timely and accurate responses to consultations. And provide public relations support to the Chairman and the Chief Executive as required.
6. Ensure we have an effective media profile, in particular promoting our role regulating online advertising. Act as a key spokesperson, including in live interviews in broadcast media, and oversee the weekly publication and promotion of our published rulings. Oversee ASA media monitoring.
7. Develop and implement targeted marketing and communications campaigns, including overseeing the UK roll-out of our own advertising campaign, to raise awareness of, and confidence in, the ASA system to segmented business, political/civil society and/or public audiences. Manage the creation, production and distribution of publications and marketing collateral, including the ASA Mid-Year and Annual Reports.
8. Develop and manage the ASA website, providing editorial oversight and ensuring seamless integration with other systems applications. Gather relevant metrics and data to assess the effectiveness of the website and other digital platforms for various audiences and then oversee the implementation of any insights.
9. As our ‘brand guardian’, oversee the development and extension of ASA/CAP branding architecture where appropriate and ensure a consistent use of our brand internally and externally.
10. Oversee our public/stakeholder events.
11. Lead the marketing of CAP’s advice and training services to the industry, using a combination of data driven marketing, digital marketing, public relations and events, to support every organisation, large or small, to create responsible ads.
12. Oversee our internal communications, including via our intranet. Manage appropriate internal publications, events, forums and feedback processes.
13. Oversee our research, including public research and our Customer Satisfaction research. Commission external surveys as required to establish our standing within the industry, public and parliaments.

14. Run our Enquiry service, providing prompt, accurate and appropriate responses to public email, telephone and written enquiries in accordance with our KPIs.
15. Provide a Communications, Marketing and Public Affairs update to the ASA Council on a quarterly basis.

General

16. As a Director, play a full part in the senior management of the ASA. With colleagues, encourage collaborative working and the sharing of information between different teams and functions.
17. Direct, lead, motivate, manage and develop own staff to help them achieve their best.
18. Lead and participate in any other projects or tasks that may reasonably be required by the Chief Executive.

Key requirements:

- Commitment and integrity
- Enthusiasm and drive, with a track record of delivering
- An open-mind, but the intellectual capability to thrive in a policy-rich and thoughtful culture
- Clarity of analysis, decision-making and communication
- A collaborative and coaching management style
- Leadership skills or potential, with the ability to operate effectively at a senior level
- Public speaking/media interview experience
- Experience of digital communications, including marketing.

Remuneration and benefits

This post will attract a basic salary in the region of £90-95k.

The post carries a range of benefits including:

- Defined contribution pension scheme, with generous matching by the company
- Up to 10% performance-related bonus
- Generous life assurance from 6 times your annual salary
- 30 days annual leave (in addition to public holidays)
- Income protection from 55% of salary
- Option to access private health insurance scheme (BUPA)
- Open to flexible working
- Flexible working hours (core hours of operation with flexibility on start and finish times)
- Interest free season ticket loan
- Annual sports allowance of £200
- Employee Assistance programme
- Flexible benefits scheme including options for dental insurance, child care vouchers, holiday trading, gym membership and cycle to work.

Please note that some of these benefits have eligibility criteria; details will be discussed with the successful candidate.

Timelines

Action	Indicative Dates
Closing date	23:59 on Sunday 9 th January 2022
ASA and Ellwood Atfield to agree final shortlist for interviews	Thursday 13 th January 2022
First stage interviews with ASA	17 th – 19 th January 2022
Final stage interviews with ASA	25 th - 26 th January 2022

How to apply

The ASA are working in partnership with Ellwood and Atfield. For a confidential discussion please contact James Green at james@ellwoodatfield.com or on 07860 400 326.

To apply please submit your CV and a personal statement outlining how you meet the requirements of the role and how you can contribute to the success of the ASA to by **23:59 on Sunday 09th January 2022**.