

JOIN AN AWESOME TEAM FIGHTING INSURANCE FRAUD

**BECOME OUR
SENIOR COMMS AND
CAMPAIGNS OFFICER**



THE FIGHT AGAINST INSURANCE FRAUD STARTS HERE

By getting to this point, you're obviously interested in becoming our new Senior Comms and Campaigns Officer - IFB. We think you're making an excellent decision already, but read on to find out more.



READY TO TAKE ON AN EXTRAORDINARY MISSION?



At the IFB our people are passionate about leading the collective fight against insurance fraud.

The successful candidate in this Senior Comms and Campaigns Officer role will be key in working to reduce insurance fraud, protect the public and keep fraud-related costs down for our members.

Every company talks about the importance of their principles. We really mean it, so you'll need to demonstrate how you live our principles (more on that on page 5) while bringing your own unique style to the role.

WE MAKE A REAL IMPACT IN
PEOPLE'S LIVES. WILL YOU
HELP US TAKE THAT TO
THE NEXT LEVEL?

Closing date for applications:
15th September 2026

Interviews:
24th / 25th September 2026

WHY WE EXIST

Every action we take is solely aimed at reducing insurance fraud, protecting the public and helping our members make efficient and effective decisions around the fraud impacting them and their customers.



We are a small not-for-profit company established in 2006 to lead the insurance industry's collective fight against insurance fraud.

We bring together insurers, brokers, affiliates and law- enforcement agencies, helping to tackle organised, cross-industry insurance fraud. We serve as the industry's data hub for comprehensive fraud intelligence and analytics.

We help our members protect their customers, reduce their fraud-related costs and strengthen public trust in the insurance sector.



We work in partnership with MIB who provide managed services to the IFB. These managed services include HR and Recruitment, Information Security, Finance, Procurement and Communications.

Our investigations have helped to secure over



1,300
arrests

and over

690

convictions



(totalling more than **620**
custodial years in prison)

We receive CheatLine reports from members of the public with

63%



of these reports used as intelligence to warn the industry about fraud or as part of police investigation

OUR PRINCIPLES

At a time when the needs of our members and partners are always changing, it's often how we get there that makes our biggest achievements possible.

The shared ways of thinking and behaving we call the IFB Principles guide and inform everything we do.



CUSTOMER FIRST

We put our customers at the heart of everything we do, always looking to understand their needs and build trusted relationships to make a positive difference. We're transparent, we work with integrity and strive to get it right first time, every time.



THINK BIG

We empower our people to innovate, evolve and continually improve. We challenge each other to think beyond today, to think outside the norm and find new ways to improve. With our different skills, personalities and experiences, we make changes possible.



INSPIRE

You don't have to be a leader to inspire the people around you. The work we do and how we do it should inspire those around us. By aiming high and being our best selves, we encourage and support each other with trust, openness and our shared desire to make a difference.

PEOPLE AND PLANET

We're all about making a positive impact on people and the planet. And when you join us, you'll have plenty of chances to help do good in the world.

We're committed to six of the United Nations Global Goals for Sustainable Development. And, we're proud members of the United Nations Global Compact Network (UK).



PEOPLE AND THE COMMUNITY

At the IFB, Belonging, Inclusion, Diversity and Equity (BIDE) are top priorities. We're committed to closing the gender pay gap and report openly, including through the Women in Finance Charter. Our employee networks embody our BIDE principles, fostering inclusivity for everyone. Through Goodness, our engagement programme, we support causes like UnityMK, volunteer work, and environmental efforts.

CLIMATE ACTION AND THE ENVIRONMENT

Our team plays a crucial role in driving sustainability at work and in the community. In 2022, we improved our Milton Keynes head office, cutting greenhouse gas emissions by 70%. By investing in certified carbon removal projects in 2023, our head office became carbon neutral. We'll keep reducing emissions across our estate and supporting our team to make positive changes at work and home.

EARLY INTERVENTION THROUGH EDUCATION

We're committed to ending uninsured driving by focusing on early education. Teaming up with the PSHE Association, we've co-created resources for teachers to improve awareness among future drivers. Partnering with The Safety Centre, Hazard Alley, we aim to reach 1,000 young people a year. Together, we can enhance road-safety knowledge and awareness among young people, making roads safer for everyone.

LEADING THE COLLECTIVE FIGHT AGAINST FRAUD

We'll strive to reduce insurance fraud, protect the public and reduce fraud-related costs for our members so they can better serve their customers.

WE ARE WORKING WITH OUR MEMBERS, PARTNERS AND THE WIDER INDUSTRY TO DELIVER OUR CONNECTED TO PROTECT STRATEGY, THAT WILL TAKE US TO A NEW ERA OF FIGHTING FRAUD.



Acting as a trusted partner and improving our processes to deliver BAU operations

We act as a safe gateway for sharing industry data and intelligence to detect and disrupt fraudsters. Last year, we received over 10,000 sources of intelligence from our members and the public. We've also developed new member training to provide assurances around compliance and improve efficiencies by improving our processes.

Expanding our membership and products and services

We've worked to broaden our membership, creating a fairer levy structure and removing barriers to accessing our products, services and data securely. We've ultimately enhanced collective fraud intelligence, enabling both new and existing members to make more informed decisions.

Reimagining data and intelligence

We are currently building out a new, single integrated technology solution, called Intelify.

The new solution will bring together the IFB's flagship datasets to make day-to-day operations faster and more effective, unlocking greater value, supporting more informed decision-making and strengthening the collective fight against insurance fraud.

Creating a positive societal impact through our prevention campaigns

We work with our partners and members to deliver campaigns aimed at raising awareness of insurance fraud. Whether focused on preventing people from becoming victims of insurance fraud, or committing opportunistic fraud, it's critical that we continue to shine a spotlight and help educate on the issues. Encouraging the reporting of suspicious activity to the CheatLine is also a key driver of our campaigns, helping to keep the public safe and instilling trust and confidence in the industry.

YOUR TIME —TO— SHINE

The Senior Comms and Campaigns Officer role will lead communications and campaigns to support the successful delivery of a significant technology programme at the IFB, called Intelify. The role will also provide specialist comms support across additional key member-facing projects at the IFB.

Lead on the communications strategy for the programme aimed at helping members and stakeholders (including staff, partners, governance forums and the wider industry understand, prepare for and adopt the changes that Intelify will bring.

Build and maintain an integrated communications plan aligned to programme milestones, delivery roadmap and key events and measure and report on effectiveness.

Develop the programme story, key messages and consistent narrative that explains the vision, benefits, progress and decisions throughout the programme lifecycle.

Coordinate messaging consistency and communications quality across the programme.

Produce materials for demonstrations, showcases, FAQs and toolkits and outsource creative content generation where needed

Plan and deliver communications surrounding demonstrations, launches, workshops and other events

WHAT YOU'LL BRING TO THE PARTY

- Experience in delivering communications within large programmes, transformations or complex project environments.
- Confidence to engage with internal and external stakeholders at all levels and build and maintain positive relationships.
- Excellent copywriting and editing skills across all media types such as print, digital, social and strong ability to turn complex messages into simple and engaging content.
- Solid analysis and evaluation skills to help inform new communications and future campaigns.
- Ability to identify and develop a great story.

IT'S WHAT WE DO TOGETHER THAT MAKES THE DIFFERENCE

PROUD

- We're proud to protect society from insurance fraud by raising awareness.
- We're proud to be a trusted partner in helping the industry make informed decisions.
- We're proud of the people who make it happen – YOU.

SUPPORTED

- We've created an environment where you can be you.
- We encourage a culture of positive well-being, promoting healthy habits and giving you tools to support your mental and physical well-being. Because as passionate as we are about the work we do, we know there's more to life than work.

CONNECTED

- We work together in a supportive and collaborative way, which creates real connection and a sense of belonging.
- We value open communication, teamwork and a genuine interest in each other's priorities and well-being.
- We support each other through our peer-to-peer employee networks.

YOUR BEST

- We provide opportunities for you to learn, grow and focus on what makes you great. This may include becoming an expert in your field or taking on new challenges.
- We know nobody gets it right every time, so we support each other to learn quickly when things don't go well.



WHAT YOU GET OUT OF IT

Come to work each day with a smile, inspired to make a positive difference to society. We'll support you with excellent benefits alongside opportunities for career growth and learning.

Salary:

Circa £50,000 per annum

Grade:

12

Hours:

35 per week, Mon to Fri

Location:

Hybrid, working 2 days per week from our Milton Keynes or London office

Holiday allowance:

25 days (plus bank holidays)

Start up allowance:

£320 (before tax)

Extras:

IT kit supplied to you

THE IFB INCENTIVE SCHEME

You could earn a bonus as a reward for on-target performance.

AGILE APPROACH TO WORKING

Flexible working practices and technologies to help you maintain a good work-life balance.

PENSION SCHEME

Start from day one. We'll match your contribution up to 5%, and add more based on your grade and time with us.

LIFE ASSURANCE

You'll be covered for four times your annual salary plus your pension fund value.

HEALTHCARE CASH PLAN

Claim for medical costs like dentist and optician visits, specialist consultations, virtual GP access and prescriptions.

CAR SALARY SACRIFICE

Lease a new car after passing your probation and save on your income tax and national insurance.

AND MORE:

- Family-friendly policies like paid carers' leave and enhanced maternity and paternity leave
- Employee assistance programme
- Annual season ticket loan
- Eye care vouchers
- Sports and social club
- Option to buy extra holiday days