

### NEW

### Communications – Job Description

**POST:** Internal Communications Officer

**GRADE:** PO4

**RESPONSIBLE TO:** Head of Communications

**RESPONSIBLE FOR:**

UP TO 5 STAFF	6-15 STAFF	16-49 STAFF	50+ STAFF

### BASIC OBJECTIVES OF THE POST

To develop the council's internal communications in a way that is consistent with, and adds value to, the Council's vision and values which inspires staff and wins their support and commitment to the council's objectives

### MAIN DUTIES & RESPONSIBILITIES

#### Overall:

- Develop and implement internal communication strategies and plans using a broad spectrum of techniques to reach a diverse target group that supports the council's transformation and culture change programmes.
- Develop and implement initiatives for improving the Council's image, positively raising its profile and publicising its success to staff.
- Be a key source of advice for Members and senior officers on all matters relating to internal communications.

#### Communications:

- Ensure that communications with staff are timely, accurate, credible and valued.
- Under the direction of the Head of Communications, have editorial responsibility for the Council's intranet site and staff newsletter to manage and develop this and other emerging media to communicate with staff.
- To be a source of professional expertise on internal communications, including developments in professional practice, new techniques and advances.
- To provide editorial support for a range of internal publications and other material.

#### Strategy:

- To establish, develop and sustain a range of internal communications opportunities, including two way communications, to raise understanding and develop wide ownership of the Council's agenda.
- Providing professional advice on best practice in internal communications and support to officers and Members.
- To work with colleagues across the organisation to ensure a proactive and joined up approach to all communications activity.
- Work with the External Communications Team to develop internal communications campaigns and a program of activity.
- Ensuring that all stakeholders involved in a project are well briefed as to their requirements from the outset to completion of each project.
- Ensuring strong productive working relationships are developed with our internal customers and with other stakeholders to achieve high levels of customer satisfaction.
- Proactively encourage forward planning by clients throughout the council to achieve greater synergies in communication efforts.
- Actively promote the services and professionalism of Communications and keep customers council wide informed of the range services we can provide and encourage them to use our services regularly, involving other teams from the communications team where appropriate.

### **General:**

- To keep up to date with internal communications developments to support this overall role.
- To understand and commit to promoting and implementing the council's Equal Opportunities policies.
- To attend evening and occasionally weekend events as required.
- To ensure compliance with the requirements under the Data Protection Act, and comply with measures to protect the confidentiality of information in accordance with Council's policies and procedures.
- To undertake any other temporary duties consistent with the duties and/or objectives of the post.

### PERSON SPECIFICATION

<b>POST:</b>	Internal Communications Officer
<b>GRADE:</b>	<b>PO4</b>
<b>RESPONSIBLE TO:</b>	Head of Communications
<b>RESPONSIBLE FOR:</b>	None

#### The Person

A proactive, experienced and internal communications professional to support the successful delivery of the council's transformation programmes and culture change work. We need someone with a personal and professional demeanour who can gain confidence and respect; someone who is creative, innovative and enthusiastic. It will involve active working with a number of colleagues across the communications team, the wider council and stakeholders - so a strong and collaborative approach is essential.

These are the qualities we believe to be necessary to do this job. You should clearly show in your application how your skill/experience potential meet some or all of them, as the short-listing decision will be based on our assessment of you against these criteria.

The final assessment process will also seek to assess these characteristics.

#### Knowledge/Experiences

- Political sensitivity and a demonstrable ability to recognise, influence and manage the communications and public relations consequences of sensitive issues.
- Experience of finding positive solutions to complex internal communications and cultural change challenges and to think laterally.
- Results orientated with a track record of success.
- Understanding of the workings of local government, current issues and challenges
- A demonstrable understanding and experience of internal communications techniques, practices and current thinking.
- Experience of developing and delivering effective internal communications strategies in large, complex and geographically remote organisations.

#### Skills/Abilities

- Excellent communication skills, oral and in writing, including presentation skills in formal, informal and public settings.
- Ability to operate to tight deadlines in highly pressured environments.

- Ability to present the Council's position effectively to staff.
- Ability to lead and inspire others in support of the Council's priorities.
- Excellent copy writing and editorial skills, coupled with a keen eye for design and high levels of creativity
- Knowledge of best practice on internal communications, using a mix of channels to support successful outcomes.
- Ability to find solutions to complex internal communications challenges.
- Results orientated with a track record of success.
- A self starter with the strong confidence to take ownership and responsibility for work and outcomes.
- Excellent communication skills, oral and in writing, including presentation skills in formal and informal settings.
- Excellent copywriting and editorial skills and a high level of creativity.
- An understanding of how local government works and current issues and challenges facing it.
- An understanding of and commitment to the council's vision and values.