

# Job Profile

Position Details	
Post	Internal Communications Officer
Service Area	Strategy and Communications/Communications
Reports to	Head of Communications
Grade	PO4
Job Family	To be completed by HR

Role Purpose
<p>To develop and maintain 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 for the council's objectives.</p> <p>To support the successful delivery of the council's transformation programmes and culture change work.</p>

Main Responsibilities
<ol style="list-style-type: none"> <li>1. 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.</li> <li>2. Develop and implement initiatives for improving the Council's image, positively raising its profile and publicising its success to staff.</li> <li>3. Be a key source of advice for Members and senior officers on all matters relating to internal communications.</li> <li>4. Ensure that communications with staff are timely, accurate, credible and valued.</li> <li>5. Under the direction of the Head of Communications, have editorial responsibility for the Council's intranet site, staff newsletter and other internal comms tools.</li> <li>6. To manage and develop other emerging media to communicate with staff.</li> <li>7. To be a source of professional expertise on internal communications and change management, including developments in professional practice, new techniques and advances.</li> <li>8. To provide editorial support for a range of internal publications and other material.</li> <li>9. To work with colleagues across the organisation to ensure a proactive and joined up approach to all communications activity.</li> <li>10. Ensuring strong productive working relationships are developed with our internal customers and with other stakeholders to achieve high levels of customer satisfaction.</li> <li>11. Proactively encourage forward planning by clients throughout the council to achieve</li> </ol>

greater synergies in communication efforts.

12. 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.

#### Generic Responsibilities

1. To keep up to date with internal communications developments to support this overall role.
2. To attend evening and occasionally weekend events as required.
3. 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.
4. Understanding, knowledge and ability to follow guidelines that ensures compliance with Health and Safety at Work, Data Protection and other statutory requirements.
5. Understanding and commitment to promoting and implementing the Council's Equal Opportunities policies.
6. Knowledge and experience of using IT.
7. To undertake any other temporary responsibilities aligned with the overall purpose and grade of the role.

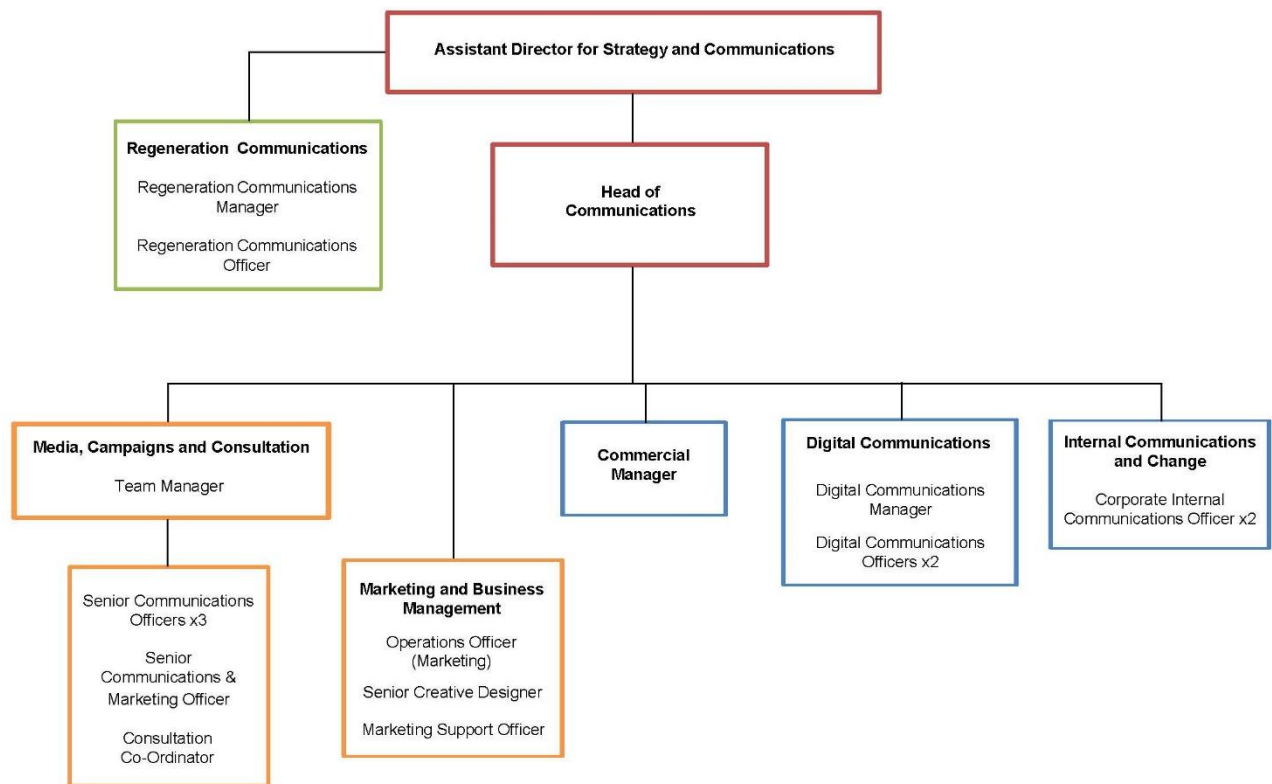
Knowledge, Qualifications, Skills and Experience	Essential or Desirable
<ul style="list-style-type: none"> <li>• Experience of developing and delivering effective internal communications strategies in large, complex and geographically remote organisations.</li> </ul>	E
<ul style="list-style-type: none"> <li>• Experience of finding positive solutions to complex internal communications and cultural change challenges and to think laterally.</li> </ul>	E
<ul style="list-style-type: none"> <li>• Experience of delivering and supporting significant change within an organisation.</li> </ul>	E
<ul style="list-style-type: none"> <li>• An understanding and experience of internal communications techniques, practices and current thinking.</li> </ul>	E
<ul style="list-style-type: none"> <li>• Knowledge of best practice on internal communications, using a mix of channels to support successful outcomes.</li> </ul>	E
<ul style="list-style-type: none"> <li>• Excellent copy writing, report writing and editorial skills, coupled with a keen eye for design and high levels of creativity</li> </ul>	E
<ul style="list-style-type: none"> <li>• Excellent communication skills, oral and in writing, including presentation skills in formal, informal and public settings.</li> </ul>	E
<ul style="list-style-type: none"> <li>• Results orientated with a track record of success.</li> </ul>	E
<ul style="list-style-type: none"> <li>• Ability to find solutions to complex internal communications challenges.</li> </ul>	E

<ul style="list-style-type: none"> <li>• Ability to operate to tight deadlines in highly pressured environments.</li> </ul>	E
<ul style="list-style-type: none"> <li>• Ability to present the Council's position effectively to staff.</li> </ul>	E
<ul style="list-style-type: none"> <li>• Ability to lead and inspire others in support of the Council's priorities.</li> </ul>	E
<ul style="list-style-type: none"> <li>• Political sensitivity and a demonstrable ability to recognise, influence and manage the communications and public relations consequences of sensitive issues</li> </ul>	E
<ul style="list-style-type: none"> <li>• A self-starter with the strong confidence to take ownership and responsibility for work and outcomes.</li> </ul>	E
<ul style="list-style-type: none"> <li>• An understanding of and commitment to the council's vision and values.</li> </ul>	E
<ul style="list-style-type: none"> <li>• Understanding of the workings of local government, current issues and challenges facing it.</li> </ul>	E

Main Contacts & Other Information
<u>Main Contacts:</u>  Lesley Gordon, Head of Communications

## Organisational Structure

Please provide organisation structure chart.



## Additional Information

Please complete the additional information as fully as you can.

Supervision / Management of People				
Please indicate which group best describes the total number of staff the post holder is responsible for:				
None	Up to 5 staff	6 to 15 staff	16 to 49 staff	50 plus staff
x				
Are the staff based at the same work location?				Yes/No
Will the post holder be responsible for contract / agency / project staff?				Yes/No

In the normal course of their duties would it be reasonable to expect the job holder to undertake, or be involved in, any of the following on a regular basis.

If Yes, please provide an estimate of the % of their working day this involves.

Work Environment					
Activity	Yes/No	% of working day	Activity	Yes/No	% of working day
Office duties.	Yes	5%	Use of a computer.	Yes	60%
Audio typing.	No		Crisis or conflict situations.		
Walking more than a mile.	No		Manual handling.	No	
Working alone or in isolation.	No		Working in confined spaces.	No	
Driving a car, van or minibus.	No		Preparing or serving food.	No	
Exposure to infectious diseases, e.g. Tuberculosis (TB) or Hepatitis B.	No		Working in awkward positions, e.g. stooping, bending, reaching.	No	
Exposure to substances hazardous to health, including lead, asbestos or radioactive substances.	No		Operating heavy or hazardous machinery including forklifts, diggers or cranes.	No	
Regular and repetitive movements.	No		Working shifts / unsocial hours, nights.	No	
Outdoor work involving uneven surfaces.	No		Standing or sitting for prolonged periods.	No	

Activity	Yes/No	% of working day	Activity	Yes/No	% of working day
Working shifts / unsocial hours / nights.	No		Working at heights / on ladders, roof work.	No	
Teaching, or responsibility for, children.	No		Outdoor work involving extremes of temperature.	No	
Electrical hazards.	No		Control and restraint.	Yes	5%

<b>Resources</b> – identify & list personal and identifiable accountability for physical and financial resources including those of clients:
N/A
<b>Cash/Financial Resources</b> - Is the post personally and identifiably accountable for the accurate handling / security of cash and cheques? If yes, specify the average amount controlled at any one time and the nature of the accountability:
N/A
<b>Plant/Equipment</b> - is the post personally accountable for the proper use / safekeeping of plant / equipment? If yes, please indicate the type(s) of plant/equipment and the nature of the accountability:
N/A
<b>Stocks/Materials</b> - Is the post personally accountable for materials / items of stock? If yes, please indicate the type and approximate value and the nature of accountability:
N/A
<b>Data Systems</b> - is the post personally accountable for the use, manipulation and safekeeping of data systems whether manual or computerised? If yes please indicate the type of system(s) and the nature of the accountability, whilst explaining the importance of the data systems to the Council's operations:
N/A
<b>Buildings</b> - Is the post personally accountable for the proper use and safekeeping of buildings? If yes please indicate the type of building(s) concerned and the nature of the accountability:
N/A