

**JOB DESCRIPTION**

<b>JOB TITLE:</b>	Internal Communications Officer
<b>MANAGED BY:</b>	Internal Communications & Engagement Manager
<b>GRADE:</b>	7

**ROLE OVERVIEW**

Approx. size of team	<p>The Internal Communications Team consists of:</p> <ul style="list-style-type: none"> <li>• Internal Communications &amp; Engagement Manager</li> <li>• Senior Internal Communications Officer</li> <li>• Internal Communications Officer</li> </ul> <p>The team is part of the wider HR &amp; Organisational Development team, which includes HR, Learning &amp; Development, Resourcing and Diversity, Equity &amp; Inclusion.</p>
Key accountabilities:	<ul style="list-style-type: none"> <li>• Help manage the flow of information from the organisation to colleagues, delivering high-quality internal communications that align to organisational narrative, brand guidelines and engagement goals</li> <li>• Contribute to the development and delivery of all internal campaigns, projects and events</li> <li>• Proactively co-ordinate internal communications and engagement activity</li> <li>• Ensure all internal communications are engaging, effective and inclusive</li> </ul>
Key relationships:	<p>Internal Communications &amp; Engagement team            HR team            Learning &amp; Development team            Communications &amp; Marketing team            Diversity, Equity &amp; Inclusion team            Operational teams: Business Support, Health &amp; Safety, Data &amp; Digital, Finance            Role is also expected to form wide networks across the whole organisation</p>

## THE ROLE

From content creation to hands-on channel management, the Internal Communications Officer role is a varied one with lots of creative opportunities. Reporting to the Internal Communications & Engagement Manager, the Internal Communications Officer will play a pivotal part in keeping colleagues across the Combined Authority informed, engaged and connected.

The role will help to manage the timely delivery of high-quality, inclusive and effective internal communications through creating sharp and relevant internal content, developing engaging events, and keeping user experience at the heart of internal channels. The role will also work closely with colleagues across the organisation to develop campaign plans and keep the whole team on track through focused co-ordination and triage.

The role requires creativity, strong organisational skills and a clear understanding of internal communications best practice.

Key Attributes:

### **Adept Writer**

A keen storyteller who can distil complex information into accessible communications, and adapt their style and tone based on their audience.

### **Skilled Content Creator**

An creative thinker who can design engaging content, graphics, videos and assets to land messages.

### **Proactive Administrator**

An organised and resourceful coordinator, skilled at balancing priorities and a wide suite of channels to ensure the quality of internal communications outputs remains high.

## KEY RESPONSIBILITIES

### **Content Creation & Channels**

- Create and curate engaging content for all internal communications channels, including intranet, newsletters, digital screens and printed materials
- Write effective copy, adapting style to fit the channel and audience, while ensuring alignment with organisation narratives and internal tone
- Design eye-catching graphics and videos for internal use, adhering to organisational brand guidelines and web accessibility guidelines
- Manage the internal newsletter, developing content plans, writing engaging copy and working with colleagues across the organisation to source stories
- Maintain and improve the Combined Authority intranet through developing new resources, creating engaging content, identifying opportunities for improvement and continually monitoring for content relevance, accessibility and user experience.

### **Event Development**

- Manage internal event series (Insights Programme), working with colleagues to arrange an engaging and informative programme of sessions covering a wide range of topics
- Contribute to the planning, development and delivery of all whole-organisation events, including monthly All Staff Meetings and annual staff events

### **Campaign Planning**

- Develop communications and engagement plans for smaller campaigns and projects and lead their delivery.
- Contribute to the development and delivery of all internal communications campaigns and projects across the team.

### **Evaluation, Reporting & Improvement**

- Support the delivery and reporting of staff surveys, including building surveys, visualising data and creating reports
- Monitor engagement figures across internal communications channels and translate these into evaluation reports

### **Triage & Administration**

- Act as a key point of contact for queries or issues relating to internal communications and staff engagement, managing the team's shared inbox and escalating queries as necessary to the Internal Communications & Engagement Manager or Senior Internal Communications Officer.
- Responsible for the day-to-day administration of all internal communications channels.

## **PERSON SPECIFICATION**

### **ESSENTIAL (MUST HAVE)**

#### **Qualifications and Knowledge**

- Demonstrable knowledge of:
  - The role and purpose of internal communications within an organisation and how it contributes to organisational culture and performance
  - Staff engagement principles, approaches and methods
  - The purpose of different communications channels to share messages

#### **Experience**

- Creating content for digital channels (such as intranets, newsletters, articles, social media or other online platforms)
- Using mailing platforms to build and send newsletters
- Developing communications and engagement plans
- Working within brand guidelines to create assets or materials that adhere to an organisation's brand
- Using design programmes (e.g. Canva, Photoshop) to create engaging and eye-catching graphics, assets and visual media
- Supporting or managing the planning and delivery of events

- Using Microsoft tools (Outlook and SharePoint)

#### Skills and Competencies

- Excellent writing skills, with the ability to adapt style and tone to suit different audiences, and the ability to translate complex writing or jargon into accessible and engaging communications
- Strong collaborative and interpersonal skills, with the ability to build effective working relationships and wide networks of contacts within the organisation
- Able to visualise and present qualitative and quantitative data
- Excellent attention to detail, with a keen eye for copyediting and proofreading
- Able to work on own initiative to proactively solve problems
- Excellent organisation, co-ordination and planning skills
- Able to work at pace, managing multiple priorities

#### DESIRABLE

#### Experience

- Experience of working in a political organisation or public sector organisation and knowledge of local government landscape
- Experience of working within an internal communications and engagement team