

JOB DESCRIPTION

JOB TITLE:	Internal Communications Officer
MANAGED BY:	Internal Communications & Engagement Manager
GRADE:	7

BACKGROUND

The West of England Combined Authority is seeking to appoint an Internal Communications Officer to join the Internal Communications & Engagement team.

This is an exciting time to join the West of England Combined Authority. In the last year nearly three quarters of a billion pounds of new investment has been secured for the region. New plans are in place to deliver on Mayoral priorities to improve transport, skills and housing for our residents, take decisive action to tackle the climate emergency, and to support communities facing the cost-of-living crisis. There is a relentless focus on delivery to put the West of England on the map for regional, national and global success.

Led by the regional Metro Mayor, the West of England Combined Authority brings together three local councils, the Local Enterprise Partnership and works with communities, other public services, and industry to deliver for the region.

Come and help shape the future of the West of England, a place so many people are proud to call home.

THE ROLE

The Internal Communications Officer will be a key role in the Internal Communications & Engagement Team, situated within the wider People & Assets Team.

They will:

- Work with the Internal Communications & Engagement Manager to ensure staff are kept informed and connected, in order to drive organisational culture, performance and the delivery of Metro Mayoral priorities
- Help manage the flow of information from the organisation to staff, delivering high-quality internal communications that align to organisational narrative
- Contribute to the development and delivery of all internal campaigns, projects and events
- Proactively co-ordinate internal communications and engagement activity, playing a pivotal role in the timely delivery of the Internal Communications and Engagement Plan for 2024/25
- Ensure all internal communications are engaging, effective and inclusive

KEY RESPONSIBILITIES

- 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 organisational narratives and internal tone
- Manage the internal newsletter, through working with colleagues across the organisation to source stories, developing content plans, and writing engaging copy
- Manage internal event series (including Lunch & Learn programme), working with colleagues to arrange engaging and informative 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
- Design eye-catching graphics and videos for internal use, adhering to organisational brand guidelines and web accessibility guidelines
- Work closely with internal stakeholders across the organisation to develop content and campaign plans, advise on internal communications approaches so stakeholders' aims are achieved, and ensure regular touchpoints with key stakeholders to build strong relationships and inform forward planning
- Maintain and improve the Combined Authority intranet through content creation, working with colleagues to develop new resources, and identifying opportunities for making improvements
- 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
- Act as a key point of contact for queries or issues relating to internal communications and staff engagement, escalating as necessary to the Internal Communications & Engagement Manager
- Responsible for the day-to-day administration of all internal communications channels

PERSON SPECIFICATION

ESSENTIAL (MUST HAVE)

Qualifications and Knowledge

- Knowledge of:
 - The role and purpose of internal communications within an organisation and how it contributes to overall organisational culture and performance
 - Staff engagement principles, approaches and methods
 - The purpose of different communications channels (e.g. face-to-face, written, digital or other media) to share messages
 - Audience - how and why messages are adapted to better engage different

audiences

Experience

- Experience of creating content for digital channels (such as intranets, newsletters, articles, social media or other online platforms)
- Experience of using mailing platforms (e.g. MailChimp or Dotdigital) to build and send newsletters
- Experience of developing communications plans
- Experience of working within brand guideline restrictions and creating assets or materials that adhere to an organisation's brand
- Experience using design programmes (e.g. Canva or Photoshop) to create engaging, eye-catching graphics, assets and visual media
- Experience of supporting or managing the planning and delivery of events
- Experience using Microsoft tools (Outlook & SharePoint)

Skills and Competencies

- Excellent writing skills, with the ability to adapt style and tone to suit different audiences, and the ability to distil 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 quantitative and qualitative 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

Qualifications and Knowledge

- Degree (or equivalent experience) within a relevant field
- Experience of working with or within an internal communications and engagement team
- Experience of working within a public sector or political organisation

REWARDS AND BENEFITS

Alongside a competitive salary, we offer an excellent benefits package including:

- 26/31 days annual leave plus bank holidays
- Generous Employer-Contribution Pension Scheme through the Avon Pension Fund
- Cycle to work scheme and secure bike parking
- Free eye tests for all display screen equipment (DSE) users
- Discounted monthly bus tickets

- Hybrid working to split your week between the office and home to help you achieve the best work/life balance and career goals.
- Carbon Literacy training is available for all staff at the Combined Authority. We are working towards the authority's aim of becoming a Gold Level Carbon Literate Organisation by 2025, which means having more than 50% of staff trained and certified as Carbon Literate.

We are based in a new bright, airy, modern office space, with all the latest technology, under a 10-minute walk from Bristol Temple Meads Train Station. We offer flexible and hybrid working options too if you would rather work from home, or another suitable location.

As an equal opportunities employer, we invite applicants to contact us to identify any additional support they may need during the recruitment process.

WE PAY THE LIVING WAGE



We're proud to have been accredited as a Living Wage Employer. Living Wage accreditation means that everyone working at The West of England and Combined Authority receives a minimum hourly wage of £15.84 - higher than the government minimum for over 21s, currently £11.44 per hour. Find out more [here](#).

WE ARE A FOUNDING MEMBER OF THE GOOD EMPLOYMENT CHARTER

We're proud to have been accredited as a founding Member of the West of England Good Employment Charter. Find out more about the charter [here](#).

