Internal Communications Officer  
Grade 9

Our Vision

A county where big ambitions, great connections and greener living give everyone the opportunity to prosper, be healthy and happy.

Our Outcomes

Everyone in Staffordshire will:

* Have access to more good jobs and share the benefit of economic growth
* Be healthier and more independent for longer
* Feel safer, happier, and more supported in their community

Our Values

Our People Strategy sets out what we all need to do to make Staffordshire County Council a great place to work, where people are supported to develop, the Strategy to ensure that the focus is on what is important to the organisation and the people it serves:

* Ambitious – we are ambitious for our communities and citizens
* Courageous – we recognise our challenges and are prepared to make   
  courageous decisions
* Empowering – we empower and support our people by giving them   
  the opportunity to do their jobs well.

About the Service

Staffordshire County Council’s award-winning Communications Team is responsible for developing and implementing council-wide internal and external communications based on the annual communications plan. Our work promotes the vast, diverse work of the county council that has a daily impact on the lives of Staffordshire’s 850,000 residents.

We deliver corporate marketing and campaigns activity, media relations and reputation management, digital communications including social media, internal communications, corporate publications, place marketing, stakeholder engagement, and lobbying activity.

The Communications team’s aim is to enhance and protect the council’s reputation locally, regionally, and nationally. To help us do this, we give advice, support, and training to senior managers, colleagues, and members across all directorates and subject matters, including media issues and digital communications. We also do this through our many and varied campaigns that we deliver to help change behaviours, raise awareness, and increase understanding about what the county council does for people, and how we support people, businesses, and communities.

We also give advice and support about consultation with residents, service users and other stakeholders so that the county council can engage people effectively. The people of Staffordshire are at the heart of everything we do.

**Political Restriction:** This position is considered as a Politically Restricted Post under the Local Government and Housing Act 1989 and subsequent amendments introduced by the Local Democracy, Economic Development and Construction Act 2009.

Reporting Relationships

Responsible to: Senior Internal Communications Officer

Responsible for: n/a

Key Accountabilities:

* Develop and deliver an internal communications plans.
* Advise senior leaders and managers on internal communications and staff engagement techniques and best practice, channels, and tools.
* Work with the Senior Internal Communications Officer and the Communications team to ensure consistent messaging, shared opportunities, and visibility of activity.
* Develop and produce communications materials including digital content, copy-writing, proof-reading, and liaising with our print provider.
* Plan and deliver internal communications events and staff engagement groups.
* Carry out/co-ordinate research and insight to support the development and evaluation of internal communications and engagement campaigns, projects, and activities
* Support the Senior Internal Communications Officer with organisation-wide communications when required.
* Undertake various other tasks and duties appropriate to the grading and responsibility of the post as required.

The nature of the work may require the post-holder to work outside normal working hours occasionally.

The post-holder will be expected to work on their professional development, and attend training courses, conferences, webinars etc., to support the needs of the service.

**Professional Accountabilities:**

The post holder is required to contribute to the achievement of the Council objectives through:

**Financial Management**

Personal accountability for delivering services efficiently, effectively, within budget and to implement any approved savings and investment allocated to the service.

**People Management**

Engaging with People Management policies and processes.

**Equalities**

Ensuring that all work is completed with a commitment to equality and anti-discriminatory practice, as a minimum to standards required by legislation.

**Climate Change**

Delivering energy conservation practices in line with the Council’s climate change strategy.

**Health and Safety**

Ensuring a work environment that protects people’s health and safety and that promotes welfare, and which is in accordance with the Council’s Health & Safety policy.

**Safeguarding**

Commitment to safeguarding and promoting the welfare of vulnerable groups.

The content of this Job Description and Person Specification will be reviewed on a regular basis.

**Person Specification**  A = Assessed at Application

I = Assessed at Interview

T = Assessed through Test

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| **Minimum Criteria for Disability Confident**  **Scheme \*** | **Criteria** | **Measured by** |
| **employer_small**  **employer_small** | **Qualifications/Professional membership**   * Educated to degree level or equivalent, or demonstrable relevant experience in a communications environment. * Membership of a relevant, recognised professional body, such as Chartered Institute of PR, or Public Relations and Communications Association, or equivalent experience. | A  A |
|  | **Knowledge and experience** |  |
| **employer_small** | At least two years’ experience working in communications, internal communications, or related role. | A |
| **employer_small** | Substantial experience of designing, creating, and delivering internal communications content for a range of channels. | AI |
| **employer_small** | Demonstrable experience of delivering successful employee engagement. | AI |
|  | Demonstrable experience of research-based internal communications and using a range of evaluation techniques. | AI |
|  | Knowledge of a range of employee engagement tools and techniques. | AI |
|  | Experience of internal communications and engagement strategic planning. | AIT |
|  | A good understanding of current social and digital analytical tools. | AI |
|  | Event planning and delivery experience. | A |
|  | Knowledge of communications evaluation techniques. | AIT |
|  | Understanding of current affairs and local government issues. | A |
| **employer_small** | Understanding of the role of internal communications in a large, complex, diverse, public sector organisation | AI |
|  | **Skills** |  |
| **employer_small** | Effective interpersonal skills. | I |
| **employer_small** | Effective written and verbal communication skills, including the ability to use a range of different styles to suit the needs of different audiences. | AIT |
|  | An eye for detail and the ability to work accurately and quickly. | T |
|  | Skilled in analysing and interpreting data and information, and reporting this to a range of audiences. | AT |
|  | Ability to manage and prioritise own workload and manage conflicting demands and pressures. | I |
|  | Ability to present and deliver complex and potentially contentious messages in a clear and concise manner to diverse audiences. | AT |

This post is designated as a casual car user

**employer_small** If a disabled person meets the criteria indicated by the Disability Confident scheme symbol and provides evidence of this on their application form, they will be guaranteed an interview.

We are proud to display the Disability Confidence Symbol, which is a recognition given by Job centre plus to employers who agree to meet specific requirements regarding the recruitment, employment, retention, and career development of disabled people.

If you need a copy of this information in large print, Braille, another language, on cassette or disc, please ask us by contacting   
**Liberata Employee Services Team on 01905 947446**

**Shared Services on 01905 947446**