

ROLE DESCRIPTION

Job Title	Internal Communications Officer
Salary Band	£35,435 - £41,646 (SCP 27-32)
Reporting to	Internal Communications Manager
Directorate	Strategic Communications & Public Affairs
Service Area and sub area	Communications & Marketing
Team	Communications
Political Restriction	No

1. Primary Purpose of the Post
<p>You will play a key role in delivering our internal communications programme to help our 1,100 employees feel informed, engaged and connected.</p> <p>You will create and deliver effective, high-quality and inclusive internal communications content, campaigns and projects that connect with our diverse employees, celebrate their achievements and create a sense of shared purpose and commitment to the vision, aims and behaviors of the Combined Authority.</p> <p>You will bring experience, energy, ideas, creativity and enthusiasm to our Communications and Marketing team.</p>
2. Your responsibilities
<ul style="list-style-type: none"> • To draft key messages, create and curate high quality content and assist in the smooth running of core internal communications channels including our intranet news platform, weekly employee newsletter, emails, briefings, blogs, presentations and speeches. • To write and edit copy for internal publications and channels. • To work closely and collaboratively with colleagues across the organisation, including the Communications and Marketing teams, Corporate Development, Chief Executive's Office, Employee Networks and across all Directorates and teams. • To work alongside the Internal Communications Manager, to develop and implement internal communication plans that support organisational business goals. • To assist in forward planning through monitoring and updating communications plans. • To work with content production colleagues to deploy modern, innovative communications for our internal stories including social media, video, photography,



animation, infographics and events.

- To ensure effective, consistent internal communications of key messages
- To research and maintain internal communications contact lists, including using the Dotdigital system.
- To devise creative and innovative communications approaches for internal audiences and channels.
- To liaise with suppliers of communications services to deliver communications activities and identify opportunities to improve and develop new content and approaches.
- To prepare regular evaluation reports to agreed format and recommendations for improvement.
- To encourage best practice and innovation by benchmarking and understanding current trends and new developments in internal communication.
- To support the delivery of the Combined Authority's overall Communications Strategy and priorities including development of plans, policies and procedures.

3. General Corporate Responsibilities

- Support the implementation of our Corporate Plan and wider strategic priorities.
- Promote understanding of and adherence to the Combined Authority's core values by modelling appropriate behaviours and encouraging others to do likewise.
- Promote and encourage continued improvement in service quality and efficiency.
- Participate in all aspects of training and development as directed to improve personal skills, effectiveness and efficiency of service delivery.
- To actively support the Combined Authority's commitment to Equality, Diversity and Inclusion and to promote non-discriminatory practices in all aspects of work undertaken.

4. Recruitment Plan

Competency Based Interview
Assessment

Key words:

Terms candidates may search to find this job online

Internal Communications Officer, Communication jobs, Communications Officer, Internal Communications Executive, Internal Communications, Internal Channels, Employee Engagement

PERSON SPECIFICATION

Job Title: Internal Communications Officer

Criteria		
Qualifications and Training	E = Essential D = Desirable	Identified By
Relevant qualification (minimum A-Level) in subject/s that require developed abilities in writing and analysis.	E	A
A degree or equivalent, or professional qualification in a communications-related discipline.	E	A

Experience and knowledge	E = Essential D = Desirable	Identified By
Experience of working in a busy, results-focused journalism, communications, PR or press office environment.	E	A, I
A track record of delivering high quality internal communications content, campaigns, projects and activities.	E	A, I
Experience of delivering internal communications to support organisational change.	E	A, I
Experience of commissioning creative work from internal colleagues, external agencies and suppliers.	E	A, I
Experience of working across a range of communications related disciplines, primarily internal communications.	E	A, I
Knowledge of internal communications principles, approaches and methods.	E	A, I
Experience of working in a political environment.	D	A, I
Knowledge of how the Combined Authority, Local Authorities and devolution works and the key issues and opportunities facing the City Region	D	A, I

Skills and abilities	E = Essential D = Desirable	Identified By
A highly energetic, creative thinker who understands internal communications and is hungry to deliver content.	E	A, I
The ability to identify news angles from a wide range of sources and to prepare targeted material for different internal audiences.	E	A, I
A strong writer, able to write for different audiences and channels, and to turn complex information into accessible and engaging communications	E	A, I, T
Excellent attention to detail, with a keen eye for editing and proofreading.	E	A, I, T
Ability to work quickly and accurately to tight deadlines.	E	A, I, T
Ability to deal with confidential/sensitive material.	E	A, I
Strong digital and content skills – both individually and working with a wider team.	E	A, I

Personal Attributes	E = Essential D = Desirable	Identified By
Self-starting and driven to succeed.	E	A, I
Flexible, with the ability to work on a range of projects concurrently.	E	A, I
Ability to work alone and unsupervised when required.	E	A, I
Great interpersonal and communication skills – able to engage and inspire colleagues at all levels and in all roles to take an active part in internal communications activities.	E	A, I

Core Behavioural Competencies	E = Essential D = Desirable	Identified By
Thrives working as part of a team.	D	A, I
Commitment to self-development	D	A, I

Key to Assessment Methods:

KO – Knockout question	A - Application	P – Presentation	T - Test
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**LIVERPOOL
CITY REGION**
COMBINED AUTHORITY

METROMAYOR
LIVERPOOL CITY REGION

FQ – Filter Question	I – Interview	E – Exercise	AC – Assessment
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