

Job Description

Service:	Communications
Job title:	Communications Executive – Internal Communications
Grade:	F
Hours of work:	37
Responsible to:	Strategic Communications Manager
Responsible for	
Direct reports:	N/A
Indirect reports:	N/A
Budget:	N/A

Purpose of Post:

As part of the Communications Team, with a specific focus on Internal Communications, you will enhance workforce communications and engagement activity by working in close partnership with senior stakeholders, Human Resources and services across the council. You will be responsible for planning and delivering internal communications activity, guided by organisational priorities and the Communications Service Plan.

You will ensure that we represent and showcase our talented and diverse workforce and help tell their stories through our internal communications activity. You will play a role in helping to engage staff, give them a voice and connect them to opportunities to help them thrive. You will have excellent communications and planning skills and be outcomes focused as our work aims to enhance an employee's experience of working for the council.

Key Deliverables:

To lead on development and maintenance of a progressive Internal Communications Strategy and ensure all stakeholders understand the vision and approach to delivery.

To be responsible for creating and managing internal communications campaigns aligned to the Council's priorities to ensure our staff at all our locations are informed, engaged and recognised.

To work alongside our HR team to deliver priority communications and engagements events, such as the Workforce Strategy and New Starter Induction

Manage internal communications channels such as the development of our staff intranet (SharePoint) as well as face to face meetings such as Management Team meetings and All Staff Briefings.

Work with departments to ensure new programmes, events and initiatives are well communicated and attended

Lead on evaluation and research for our internal communications

Work with directors and senior managers to help them improve their communications with their teams, and to ensure their successes and innovations are shared more widely across the council.

Develop and maintain an accessible communications policy that sets out clear standards and principles

Support the wider Communications Team with other aspects of communications including digital communications and internal communications.

Contribute to a Communications Strategy and Action Plans (annually).

The role includes participation in an on call rota.

Knowledge and Qualifications The minimum knowledge required to undertake this role and any qualifications or training essential for the role (E) Essential (D) Desirable	Degree or equivalent level of experience (E) Detailed knowledge of a wide range of communications, marketing and engagement tools and media (E) Chartered Institute of Public Relations (CIPR) membership (D)
Experience Experience the person would need to do the job (E) Essential (D) Desirable	Working in a communications function within a large organisation (E) Supporting corporate prioritisation and supporting decision making (E) Managing intranet platforms such as SharePoint (E) Developing strategies and action plans Social media platforms (Twitter, Facebook, LinkedIn etc.) (E) Evaluation and measurement (E) Internal communications in a large organisation (E) Working with senior leaders (E) Working with the media (D)
Skills and Abilities Specific skills the applicant would need to do the job (E) Essential (D) Desirable	Excellent copy writing skills with the ability to create clear and compelling content for our staff. (E) A strong track record in developing communications which stand out and increase staff engagement. (E) A good understanding of organisational change and transformation. (E) An ability to make complex policies more accessible. (E) Strong digital skills including photography, video, web, streaming and picture editing. (E)

	An interest in developing new technology for staff communications. (E) Strong interpersonal skills and ability to work confidently with staff at all level. (E) Excellent communication skills, both written and verbal to clearly articulate messages to a variety of audiences (E) Working effectively at all levels in an organisation (E) Working to deadlines (E) Time Management and prioritisation (E)
Decision Making and Impact on Others What impact the reasons made by the post holder would have on others across the Council	Provide advice and support to Officers Communications can lead to well informed employees and residents able to access our services Good communications can enhance and protect the council's reputation
Communication with Internal and External Customers What customers the applicant would be in contact with in the job	Internal 90%: Senior Leadership Team Managers across all Services Communication Champions External 10%: Members Member of the public Media Video / Film producers / Creative agencies
Personal Attributes and Other Requirements In this section please list any other qualities you are looking for from the applicant (E) Essential	Be a good team worker demonstrating loyalty and commitment to the organisation and team members (E) Ability to establish and maintain strong relationships (E) Excellent planning and organisation skills (E) Problem solving (E)

(D) Desirable	Flexible and adaptable (E)
HDC values 	The values outlined below reflect our collective positive attitude and how all staff are expected to work together as one team. Inspiring: We have genuine pride and passion for public service; doing the best we can for customers. Collaborative: We achieve much more by working together, and this allows us to provide the best service for customers. Accountable: We take personal responsibility for our work and our decisions, and we deliver on our commitments to customers. Respectful: We respect people's differences and are considerate to their needs. Enterprising: We use drive and energy to challenge the norm and adapt to changing circumstances. We are always ready for challenges and opportunities, and we embrace them.

Safeguarding and promoting the welfare of children and young people/vulnerable adults

Huntingdonshire District Council is committed to safeguarding and promoting the welfare of children and vulnerable adults and expects all staff and volunteers to share this commitment.

- Ability to safeguard and promote the welfare of children and young people/vulnerable adults
- Demonstrates understanding of safeguarding issues
- Appreciates the significance of safeguarding and interprets this accurately for all individual children and young people/vulnerable adults whatever their life circumstances.
- Has a good understanding of the Safeguarding agenda
- Can demonstrate an ability to contribute towards a safe environment
- Is up-to-date with legislation and current events

- Can demonstrate how s/he has promoted 'best practice'
- Shows a personal commitment to safeguarding children