**Draft**

**Job Profile Information: Internal Communications Officer**

**This supplementary information for *Core Communications Officer* is for guidance and must be used in conjunction with the Job Capsule for**

**Grade: Level 4, Zone 1**

**Camden Way Category: 4**

**It is for use during recruitment, setting objectives as part of the performance management process and other people management purposes. It does not form part of an employee’s contract of employment.**

**Role Purpose:**

This role will be responsible for supporting all aspects of internal communications. You will work with services across the Council to research, plan and deliver evidence-based campaigns for staff that align to our organisational priorities as set out in Camden 2025 and Our Camden Plan aims. You will use a wide range of channels to ensure priority messages reach all of our staff (including digital, video and traditional print, and events for staff), be responsible for the day-to-day management and development of our Office 365 intranet and work closely with key stakeholders at all levels across the organisation.

**Example outcomes or objectives that this role will deliver:**

* Produce and deliver evidence-based internal communications plans using a wide range of creative and innovative channels
* Develop core messaging and narrative to support successful internal communications campaigns
* Day-to-day management, monitoring and ongoing development of our Office 365 intranet – including visual design, site navigation, content and technology
* Day to day management of internal news channels including publishing content and a forward plan for internal news
* Lead engagement with staff at all levels to understand user needs and requirements to ensure continuous improvement of the intranet
* Produce and implement intranet content management and style guide to ensure consistency and to enable staff across the organisation to self-serve
* Apply effective evaluation methodology to show impact and success, and use data to drive development
* Apply project management and reporting to managing and monitoring work, and keeping customers informed
* Provide advice to internal customers, including about when and how to use more self-service products.

**People Management Responsibilities:**

The role does not have any line management responsibility.

**Relationships:**

The role reports to the Internal Communications Manager.

The post holder will form strong relationships with colleagues within the Communications service to ensure they develop a good understanding of our priority campaigns and projects across the whole Council, and they will identify the opportunities for internal communications. They will be comfortable working as a member of a wider communications team and be proactive linking internal communications into campaigns and our forward planning.

The role will form strong relationships with services and corporate projects including strategic priorities for the Council and they will have the technical skills to work with IT colleagues on the ongoing development of our Office 365 intranet. The post holder will support the Internal Communications Manager and may from time-to-time be asked to attend meetings with senior officers about staff communications and provide briefings and comms plans on key issues.

The role will work with Creative Services to make sure we have well designed and engaging internal communications materials across all channels, which follow our corporate branding and style guides.

The post holder will have knowledge of evaluation methods for communications and be able to use research and survey data when planning communications.

**Work Environment:**

The Communications service is based at 5 Pancras Square where all staff work in an agile way in-line with Camden’s move to a paperless and flexible work environment. The role will co-locate with services when working on specific projects or campaigns.

The post holder will be required to participate in an out of hours emergency planning rota and may be required to attend weekend and evening meetings.

**Technical Knowledge and Experience:**

* Degree level qualification or equivalent work experience
* Wide range of communications experience and knowledge of channels including digital, video and marketing skills (previous internal communications experience beneficial)
* Competent in using a range of digital communications platforms, content management systems and web-based software (some experience of Office 365 would be beneficial)
* Excellent oral and written communication skills
* Strong track record of delivering evidence based campaigns and of measuring impact
* Experience of account management, project management and planning work to deliver on time and on budget
* Experience managing budgets and effectively prioritising resources
* Experience of providing strategic advice to board level, senior officers and elected members
* Experience working with external partners and stakeholders
* Political awareness and sound judgement

**Camden Way Five Ways of Working**

In order to continue delivering for the people of Camden in the face of ever increasing financial pressure, we need to transform the way we do things. We call this the Camden Way. The Camden Way is a key part of our transformation strategy often referred to as the transformation triangle which links the Camden Plan, the Camden Way and the Financial Strategy together.

The Camden Way illustrates the approach that should underpin everything we do through five ways of working:

•Deliver for the people of Camden

•Work as one team

•Take pride in getting it right

•Find better ways

•Take personal responsibility

The post holder will be expected to understand The Camden Way and that this represents a step-change in the way we work at Camden. Resources will be focussed on achieving those outcomes which are outlined in the Camden Plan, and which have been confirmed as priority campaigns for Communications. The Camden Way involves a reduction in the layers of management, with greater decision-making occurring at operational level.

The post holder will be expected to show in their work how our organisational culture is driven by the Camden Way; where everyone is focused on what matters to customers and is empowered to take a lead to deliver great customer service, whether this be in making informed day-to-day decisions, driving improvement and being innovative.

For Communications, the Camden Way means using our evidence base to deliver the Communications Strategy through targeted, accessible communications activity that is creative and modern, and which reaches all our customers through the channels we know they prefer.

For further information on the Camden Way please visit:

<https://camdengov.referrals.selectminds.com/togetherwearecamden/info/page1>