

Job Profile

Job Title: Communications Officer (Internal Communications)

Job Grade: L4, Z1

Salary Range: £38,297 - £44,424

About Camden

About us

At Camden, we're working closely with our communities to build a better, fairer borough for everyone, and to make sure that nobody gets left behind. There is no doubt that we've experienced significant challenges from Covid-19 and its impacts on those who live, work and study in the borough. Throughout the pandemic we have seen the extraordinary community spirit of Camden's resident's and our workforce; and, as we move forward, it's crucial we all stay working together to create the best future for Camden. As we continue to work in new and hybrid ways, effective communications with our workforce is more important ever and you will play a crucial role in all aspects of this – from planning and executing multi-channel campaigns and leading the ongoing development of our Office365 intranet, to coming up with new and innovative ways of engaging, and sharing the stories of, our diverse workforce.

About the role

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.

About you

In this role you'll support the internal strategic communications function for the Council, with a comprehensive forward plan and priorities including channel management, development and evaluation.

Examples of the communications work you'll deliver will include:

- 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

The role reports to the Internal Communications Manager.

The role does not have any line management responsibility.

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.

Over to you

We're ready to welcome your ideas, your views, and your rebellious spirit. Help us redefine our corporate services, and we'll redefine what a career can be.

Is this role Politically Restricted?

Some posts at Camden are politically restricted, which means individuals holding these posts cannot have active political role. For a list of all politically restricted roles at Camden click [click here](#).

Diversity & Inclusion

We want Camden Council to be a great place to work and to ensure that our communities are represented across our workforce. A vital part of this is ensuring we are a truly inclusive organisation that encourages diversity in all respects, including diversity of thinking. We particularly welcome applications from Black, Asian and those of Other Ethnicities, LGBT+, disabled and neurodiverse communities to make a real difference to our residents so that equalities and justice remains at the heart of everything we do. Click [Diversity and Inclusion](#) for more information on our commitment.

Agile working

At Camden we view work as an activity, not a place. We focus on performance, not presenteeism. We create trusting relationships, we embrace innovation rather than bureaucracy and we value people. Collaboration is the Camden way, silo working isn't.

At Camden we are proud to be one of Hire Me My Way's inaugural campaign supporters. Hire Me My Way is a national campaign led by Timewise, designed to increase the volume of good quality jobs that can be worked flexibly in the UK (www.HireMeMyWay.org.uk). Hire Me My Way aims to treble the number of available good quality flexible jobs to 1 million by 2020.

Asking for Adjustments

Camden is committed to making our recruitment practices barrier-free and as accessible as possible for everyone. This includes making adjustments or changes for disabled people, neurodiverse people or people with long-term health conditions. If you would like us to do anything differently during the application, interview or assessment process, including providing information in an alternative format, please contact us on 020 7974 6655, at resourcing@camden.gov.uk or post to 5 Pancras Square, London, N1C 4AG,