

Role Profile

Role Title:	Internal Communications Officer - Intranet
Department:	Corporate Affairs
Role Purpose:	<p>The purpose of the Internal Communications team is to deliver a first class integrated communications platform to colleagues using all available channels and to ensure that Midland Heart has a strong, clear and consistent brand.</p> <p>The Internal Communications Officer – Intranet will deliver internal campaigns, key projects and day to day communications activities as well as responsibility for the day-to-day management of the intranet.</p>
Reporting to:	Internal Communications and Employer Brand Manager
Responsible for:	None
Disclosure level:	None
Role Level:	Frontline Worker

Key Role Responsibilities	<p>Working closely with the Internal Communications and Employer Brand Manager, manage the key internal communication channels including intranet ensuring the platform is updated regularly with quality, motivating and informative communication, so they continue to be reliable and accurate sources of information.</p> <p>Provide advice and specialist knowledge to lead and support services in internal communication activities. This includes identifying opportunities for continuous improvement in key business areas or across the group, particularly in relation to internal communications.</p> <p>Develop, manage and deliver effective projects, campaigns and internal communication plans in line with the Internal Communication plan, our values and business objectives.</p> <p>Monitor and evaluate key analytics (e.g. intranet and e-bulletin analytics) to ensure the effectiveness of content and make recommendations for future initiatives.</p> <p>Ensure quality standards are met across internal communications in terms of presentation and copy, tailored to the channel and audience.</p> <p>Creating and publishing high quality, compelling content including blogs, news articles, employee news, corporate literature, conference</p>
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	<p>collateral and social media output.</p> <p>Planning, researching and writing excellent copy to inform and engage our staff audiences. Excellent attention to detail and experience of proof reading, achieving clearance and sign off from the relevant people to ensure quality standards.</p> <p>Ability to liaise with all stakeholders to anticipate and understand the needs of a diverse staff base and translate these goals into effective communications plans to increase engagement.</p> <p>Work with external suppliers as required to meet project objectives.</p> <p>Managing all elements of the production process ensuring an appropriate brief is supplied, process is followed and that the final product is as required.</p> <p>Keep up to date with all communications and digital trends to ensure professional development and Midland Heart is making use of best practice. Also ensure engage and be comfortable with housing and care issues.</p>
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Education, Qualifications and Training	<p>Evidence of professional development related to Marketing and Communications e.g. degree or professional development in post.</p>
Knowledge and Experience	<p>Experience of delivering and managing highly effective communications and marketing projects for a large and complex organisation.</p> <p>Experience of advising senior internal and external stakeholders.</p> <p>Experience of using a range of communications and marketing techniques to deliver projects.</p> <p>Experience of taking briefs from a range of stakeholders and turning them into effective plans to meet project objectives.</p> <p>Experience of managing prioritising multiple communications and marketing projects,, including managing budgets and external suppliers.</p> <p>Understanding of marketing and communications techniques.</p> <p>Knowledge of current marketing trends.</p> <p>Understanding of various digital channels.</p>

<p>Role Specific Skills & Behaviours</p>	<p>High level of verbal and written communication skills.</p> <p>High level of influencing and interpersonal skills.</p> <p>Creative flair and imagination.</p> <p>Ability to deal with sensitive issues with discretion and confidentiality.</p> <p>Ability to work under pressure and prioritise work effectively.</p> <p>Evidence of ability to travel throughout area of operation.</p> <p>Work well in a team, including those outside of the department and the organisation, as well as being comfortable working alone.</p> <p>Be comfortable with our organisations values and be happy to demonstrate these values in action in your work: imagination, customer first, empowerment, inclusive, ambition.</p> <p>Have an understanding of and commitment to the principles of equality and diversity.</p> <p>A commitment to flexible working patterns and style to meet business needs and pressures.</p> <p>An ability to communicate with staff and teams at all levels across the Group. Good oral, verbal and interpersonal skills in order to engage and influence.</p> <p>Understanding of and commitment to the principles of equality and diversity.</p>
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