

Role Profile

Role Title:	Colleague Communications Officer
Department:	Corporate Affairs
Role Purpose:	<p>The purpose of our Colleague Communications team is to deliver a first-class integrated experience for employees, to maintain high levels of staff satisfaction and build a strong, clear and consistent brand messaging.</p> <p>As Colleague Communications Officer you will focus on delivering high quality, creative content to inspire, motivate and recognise the ambitions of our diverse, fast paced organisation, using a wide range of channels to promote our values, our people, and our work.</p>
Reporting to:	Colleague Communications Manager
Responsible for:	NA
Checks:	Standard DBS check & Social Media check
Role Level:	Frontline Worker
Key Duties:	<ul style="list-style-type: none"> • Planning and delivering effective colleague communications activity in line with our overall internal communications strategy, values and business objectives including our annual employee engagement survey and associated action plans. • Supporting Colleague Communications Manager and wider team to build and deliver effective timely communication and engagement plans that support core business projects and campaigns. • Liaising 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. • Providing clear advice and guidance to staff on use of our corporate branding and identity. • Consulting with staff across the organisation to gain their views on our internal communications; using staff feedback to recommend and implement new initiatives that will further improve our services to colleagues. • Acting as a key point of contact for our central communication channels including our Intranet, eNews and Managers' Briefings, ensuring these are updated regularly with quality, motivating and informative content, and maintained as reliable and accurate information sources for everyone. • Proactively sourcing, producing and publishing high quality, compelling content including blogs, news articles, employee news, corporate • Monitoring and evaluating relevant data to identify emerging trends, measure engagement and report on successes against agreed KPIs.

	<ul style="list-style-type: none"> • Working with colleagues in our HR and Talent teams to monitor, deliver and continually improve the employee experience from day one. • Work with external suppliers as required to meet project objectives. Managing all elements of the production to ensure an appropriate brief is supplied, process is followed and that the final product is as required. • Keep up to date with all communications and digital trends to ensure professional development and Midland Heart is making use of best practice.
Education, Qualifications & Training:	<ul style="list-style-type: none"> • Achieved a Degree level qualification in a Communications, Marketing or related subject or, equivalent experience in Internal Communications.
Knowledge & Experience:	<ul style="list-style-type: none"> • Experience of improving employee involvement through internal communications. • Experience of creating varied employee communications and supporting the delivery of organisational and cultural change. • Experience of successful project management, delivering and managing highly effective communications and marketing projects for a large and complex organisation, from start to finish • High-level of literacy: proven ability to write copy for a wide range of audiences as well as accurately proofing a wide range of copy and communications materials • Experience of producing communications materials, working with in-house teams and with marketing, design and print suppliers. • Used to working to tight deadlines in a pressured environment. • Experience of advising senior internal and external stakeholders. • Experience of taking briefs from a range of stakeholders and turning them into effective plans to meet project objectives. • Knowledge of how to utilize the newest trends in communications and marketing, and awareness of industry best practice.
Role Specific Skills & Behaviours:	<ul style="list-style-type: none"> • Excellent verbal and written communication skills with strong attention to detail and ability to influence. • Data-driven and analytical, comfortable producing reports, confident presenting meaningful insights and recommending concrete action points. • Excellent organisational and project management skills • Ability to build relationships easily with a diverse range of stakeholders. • A passion for building an inclusive workplace culture and showcasing amazing employee experiences through a variety of media. • A team player who sees the value in collaboration. • A strong understanding of the principles of good marketing and social media. • Solution focused with the ability to come up with creative, scalable ideas at pace.