Job Title: Internal Communications Officer

Grade: C

Department: People (direct)

Main purpose of job:
This role holds full accountability for supporting the Internal Communications Manager role in the design, delivery, quality standards and workforce engagement of the internal communication framework for the organisation’s ‘Together Building Opportunity’ strategy. This role will actively support the delivery of internal communication activity through all internal media channels and optimise these to best impact.

Reporting to the Head of Internal Communications, this role will support the delivery of the wider People team strategy and the positive development of our workplace culture. It will also provide internal comms support and advice for all other areas of the organisation.

Responsible to: Head of Internal Communications

Budgetary responsibilities: The relevant internal communications budget, as yet to be finalised and agreed.

Responsible for: No direct reports.

Key Job Responsibilities:

- Work effectively with the Head of Internal Communications and Group People Officer in ensuring all internal communication activity supports the delivery of the three-year people Group people plan.
- Planning, co-ordination and delivery of internal campaigns from planning and content creation to design and measurement.
- Accountability for supporting internal communication activity related to a number of strategic initiatives including RENEW, REBRAND and the centenary activation.
- Develop and manage a calendar or events and promotional activities.
- Actively seek out news stories and case studies to reinforce the narrative around our purpose.
- Support the maintenance of appropriate tracking and reporting for all internal communication activity to measure overall effectiveness.
- Work effectively with all stakeholders, both internal and external where required, providing advice and guidance on communications planning, messaging and delivery.
- Work in an adaptable and flexible way in line with the needs of the team and the organisation's activity.
• Provide content and maintain media channel messaging, this includes local town hall event briefings, screensaver design, weekly bulletin, poster creation and TV screen info.

Position requirements:

• Excellent communication and writing skills
• Exceptional organisational and interpersonal skills
• Proficiency in Microsoft Office suite of tools including SharePoint, Viva Engage and Teams, One Drive etc.
• Attention to detail and proof-reading skills
• Experience in content creation for intranet platforms and document hierarchies

CAF Values and Behavioural Indicators
The CAF Values and Behavioural Indicators set out in a transparent and consistent manner the explanation of the performance expectations of all CAF People. Through the use of common language and common standard, it combines a set of behaviours with the required technical skills and knowledge needed to effectively perform in any given role in CAF. This is used for the assessment, management and development of performance of all our people across CAF.

Please refer to the link: CAF values and indicative behaviours for the CAF Values and Behavioural Indicators.

Date: 05/11/2023
## Person Specification

**Job title:** Internal Communications Officer

**Date:** 20th November 2023

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Essential</th>
<th>Desirable</th>
<th>How Evidenced</th>
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<tbody>
<tr>
<td><strong>Experience</strong></td>
<td></td>
<td>✓</td>
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<tr>
<td>Proven and demonstrable experience of internal communications activity through an organisational lens.</td>
<td>✓</td>
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<td><strong>Qualifications</strong></td>
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<td>Ideally holds qualifications and/or experience relevant to the roles remit.</td>
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<td><strong>Training</strong></td>
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<td>Relevant to roles remit.</td>
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<td><strong>Specialist Skills/ Ability/Knowledge</strong></td>
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<td>Internal communication leadership competency demonstrating the individual can operate across all levels within an organisation.</td>
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<td><strong>Communication</strong></td>
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<td><strong>Personal Qualities</strong></td>
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<td>Strong results orientation</td>
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<td>High attention to detail</td>
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<td>Highly effective problem solver and critical thinker</td>
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<td>Seeks other perspectives</td>
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<td>Supports people</td>
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<td><strong>Special Conditions</strong></td>
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<td>Permanent full time role</td>
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### Prior to Appointment

All posts:
- Credit Check ✓
- Sanctions Check ✓
- Basic DBS Check ✓
- Employment References ✓
- Medical Clearance ✓
- Right to Work in the UK ✓

FCA Approved Posts:
- Standard DBS Check ✓

R/E: Required Evidence
✓ Tick either the Essential or Desirable column as appropriate for each attribute
† Insert the code from the key below for how you intend to assess this requirement e.g. at interview, via references etc.

Key
R = References, E = Evidence/Certificates, A = Application, C = Competency Interview, T = Testing/Assessment