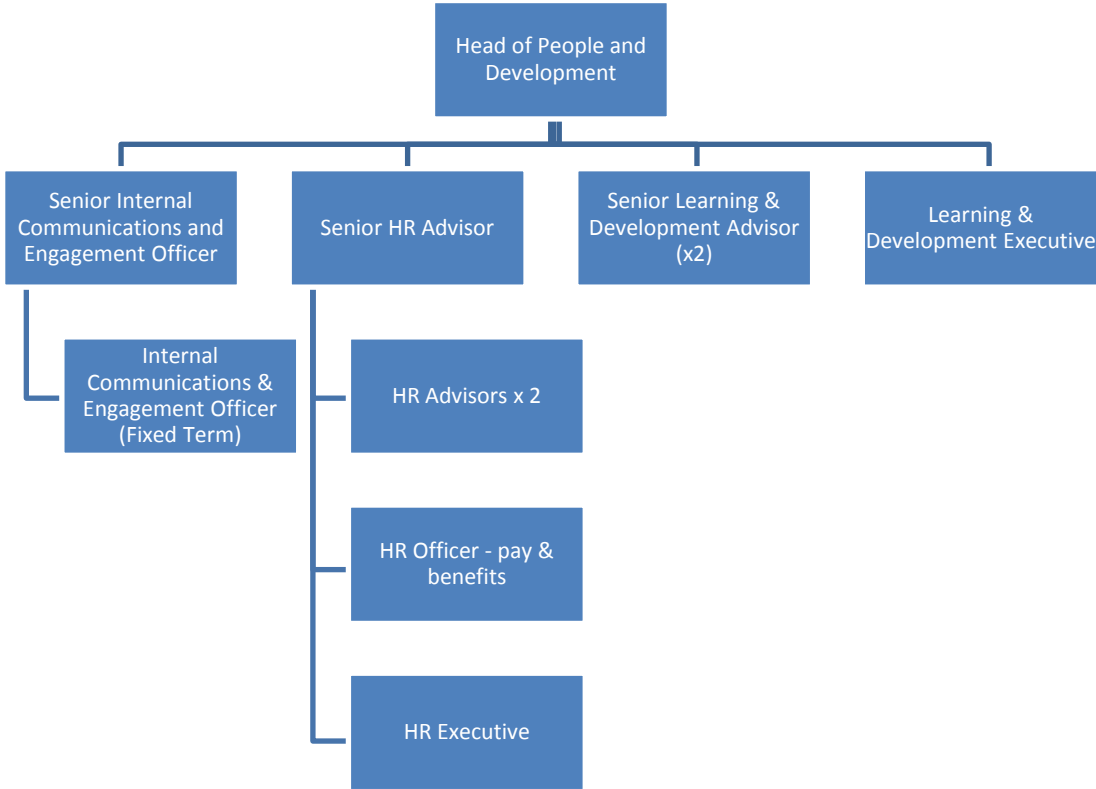


Internal Communications and Engagement Officer

DIRECTORATE:	People & Organisational Development
SECTION:	Internal Communications and Engagement
REPORTING TO:	Senior Internal Communication & Engagement Officer
CONTRACT:	Fixed Term 6 months, Full time (35 hours a week)



WORKING RELATIONSHIPS:

Inside Diabetes UK
This role will work with most teams in the charity – but will need to work closely with: <ul style="list-style-type: none"> • People and organisational development team • Brand and creative team • IT team • Content and news team • Information governance team • Regional and national offices
Outside Diabetes UK
<ul style="list-style-type: none"> • IT agencies

OVERALL PURPOSE OF THE JOB

Our internal communication and engagement team is here to help people feel inspired by our work and clear how they can contribute. In a nutshell, this role makes sure well written, clear, on-brand messages get to staff at the right time and through the right channels.

This role is responsible for the on-going delivery and development of internal engagement and communications activities and channels for our staff. This involves maintaining and managing our calendar of activities, writing and editing content, producing and refining our internal communications channels and advising others on how to inform, involve and engage their colleagues. This is a fixed term role to provide cover while the current post-holder takes on additional responsibilities as a senior internal communications and engagement officer during a period of maternity cover.

MAIN DUTIES AND RESPONSIBILITIES:

Planning

- Work with the senior internal communications & engagement officer and Head of People and Development to develop an annual internal communications plan
- Update the internal communications calendar, monitoring incoming requests and agreeing most appropriate channels
- Develop a monthly internal communications plan with the senior internal communications and engagement officer, suggesting key messages and ensuring communications are joined up across channels and topics

Supporting iknow (our intranet)

- Manage the home page of Iknow to make sure it is updated on a regular basis, with at least two new announcements added each week, and always three stories on the carousel at any one time.
- Write articles for iknow and upload articles provided by others to iknow
- Work with the senior internal communications and engagement officer to ensure iknow remains up to date and compliant. This is likely to include managing permissions, supporting page owners to update their pages, monitoring for GDPR compliance, ensuring governance protocols are followed. It may involve working with external agencies
- Identify potential 'quick win' improvements to iknow

Producing content and supporting communication channels

- Work with the internal communications and engagement officer to create the content plan for our internal e-newsletter for colleagues, draft content and issue on a fortnightly basis.
- Manage the content on the media wall at Wells Lawrence House so that it is updated weekly to reflect current news stories
- Work with the digital and IT teams to increase usage and engagement with Yammer
- Ensure that monthly 'loo news' pages are produced and displayed in Wells Lawrence House and an adapted version is developed for regional and national offices
- Support the production of technology based content for internal communications e.g. videos, photographs, podcasts

Supporting engagement activities

- Support the senior internal communications and engagement officer in the administration, delivery and evaluation of internal staff engagement events such as townhalls

Brand and Quality Assurance

- Provide advice and guidance to colleagues to ensure all communications are in line with our brand and tone of voice
- Review communications produced by others, provide feedback and where appropriate tailor to the needs of the intended audiences

Deputising

- Deputise for the senior internal communications and engagement officer when necessary

PERSON SPECIFICATION:

The best person for this job will be able to:

- write persuasive copy using an organisation's tone of voice and brand with a close attention to detail
- communicate effectively with others orally, especially when giving feedback on text they have produced
- provide internal communications advice during internal project group meetings
- develop effective working relationships with others
- influence and persuade others to take action
- manage their own workload to meet deadlines and maintain quality
- work independently once they've agreed objectives and work-plans with their manager
- demonstrate a strong commitment to diversity and inclusion

The best person for this job will have experience in:

- working with Sharepoint based intranets to create, edit and delete content and have gained relevant specialist knowledge to work without the need for external support
- working with a range of internal communications channels
- social media tools and how these can be used to support effective communication
- creating digital communication assets e.g. videos, photos

The best person for this job will be:

- qualified with the CIPR Internal Communications certificate or have relevant experience to demonstrate skills at this level
- a committed team player, who enjoys working with others to get things done
- committed to accuracy and attention to detail in written work
- pro-active and self-motivated in identifying what needs to be done and taking action to achieve this

5 March 2020