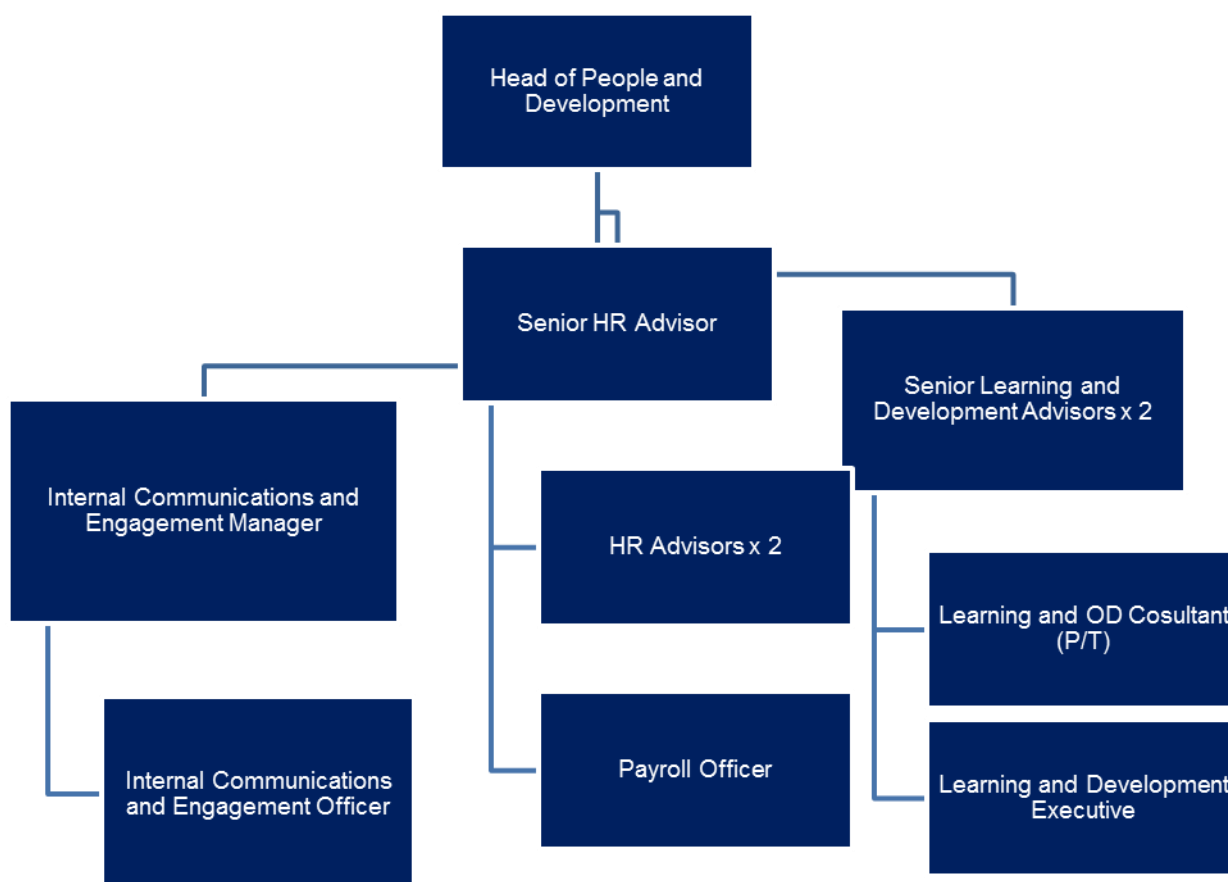


Internal Communications and Engagement Officer

DIRECTORATE:	People & Organisational Development
SECTION:	Internal Communications and Engagement
REPORTING TO:	Internal Communication & Engagement Manager
CONTRACT:	Permanent, 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:

- People and organisational development team
- Brand and creative team
- IT team
- Content and news team
- Information governance team

Outside Diabetes UK

- IT agencies
- Conference venues
- Employee survey provider

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.

MAIN DUTIES AND RESPONSIBILITIES:

Planning

- Work with the internal communications & engagement manager to develop an annual internal communications plan
- Create and update the internal communications calendar, monitoring incoming requests and agreeing most appropriate channels
- Develop a monthly internal communications plan, suggesting key messages and ensuring communications are joined up across channels and topics

Managing 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
- Upload articles provided by others to Iknow
- Take lead responsibility for the intranet (Iknow) including managing permissions, supporting page owners to update their pages, monitoring for GDPR compliance, ensuring governance protocols are followed, working with external agencies and identifying and managing improvements

Managing content and communication channels

- Lead on creating 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 town halls – including administration/invitation, video production and evaluation
- Draft video and podcast scripts for managers and directors where necessary
- Manage the production of technology based content for internal communications e.g. videos, photographs, podcasts

Supporting engagement activities

- Support the internal communications and engagement manager in the project management and delivery of the Colleague Conference, taking responsibility for key deliverables
- Support the internal communications and engagement manager in the project management, roll out and analysis of the results of the annual colleague survey

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

Leadership

- Deputise for the internal communications and engagement manager when they are out of the office and in internal meetings

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 expert internal communications input 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 willing to work towards it
- a committed team player, who enjoys working with others to get things done
- pro-active in making external contacts in the internal communications world and learning about and sharing best practice