

Job Description

Job title	Internal Communications Executive
Directorate	BUSINESS : Business Support
Division	Communications and Marketing
Range	MPR 3
Reports to	Internal Communications Officer

Main purpose of the job:

The Internal Communications Executive supports the Internal Communications Officer with delivering the council’s corporate internal communications function, ensuring all council colleagues are kept informed and understand key corporate information.

The internal communications function is responsible for developing engaging corporate communications that speaks to the wide variety of council staff. The team sits within the council’s wider Communications and Marketing department, and works very closely with the Press Office, liaises with graphic designers and supports the promotion of marketing campaigns internally.

The Internal Communications Executive has access to a variety of methods and channels to reach staff working in a range of roles and locations, from writing engaging copy for the council’s intranet, e-newsletters and scripts for videos. They will also support the Internal Communications Officer with filming opportunities, as well as editing and publishing footage.

The council’s internal communications function helps promotes the council’s vision and priorities, this includes the One Medway Council Plan and People Promise, as well as embedding the organisation’s values and behaviours.

The Internal Communications Executive supports the Internal Communications Officer with the implementation of effective internal communications plans in a timely, efficient and appropriate manner. They support with work to research and develop new ideas to support the needs of the organisation as working practices shift to becoming more agile, flexible and dispersed.

Liaise with stakeholders in a way that promotes the [One Medway Council Plan](#) and embeds our [values and behaviours](#).

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Accountabilities and outcomes:

The role involves drafting and publishing corporate news, information about planned campaigns and staff guidance during emergency incidents, using a variety of tried and tested communications channels.

Responsible for keeping intranet pages up to date and seeking staff news to be shared corporately, including personal interviews, to increase morale and connectivity.

The Internal Communications Executive supports with writing and issuing a weekly staff newsletter to update colleagues on council matters, as well as share staff news and celebrate achievements. They also support other services which produce their own service/directorate workplace newsletters, including the monthly HR newsletter.

This role supports with the sharing of regular key updates to service managers and managers, where relevant, to cascade to their teams to increase the number of staff we deliver information to.

The role supports with the organisation and running of internal communications events – in person and online - such as Our Medway Live, Medway Staff Roadshow and webinars.

The Internal Communications Executive will support with the creation of multi-media content – this includes using key messages to write scripts and being involved with filming and editing.

The Internal Communications Executive will support the Press Office and marketing colleagues with publishing news and campaigns internally – this could include updating the intranet, writing copy or displaying printed materials across council buildings.

Medway Council holds annual staff recognition awards, and the Internal Communications Executive will be part of the organising team.

At manager discretion, other activities may be assigned that fit the job description.

Key Corporate Accountabilities:

To work with colleagues to achieve service plan objectives and targets.

To understand and actively keep up to date with GDPR responsibilities, including completing regular refresher training.

Safeguarding is everyone's responsibility: all employees are required to act in such a way that safeguards the health and well-being of children and vulnerable adults.

As a corporate parent, all council employees are responsible for ensuring the well-being and positive outcomes of Medway's care-experienced children and young people.

To participate in the Performance Appraisal process and contribute to the identification of own and team development needs utilising the Career Progression Framework.

Work in accordance with the Equality Act 2010 and the Public Sector Equality Duty to eliminate unlawful discrimination, harassment and victimisation. Promoting equality of opportunity, fostering good relations and improving the quality of life and opportunities for everyone living and working in Medway.

To ensure full compliance with the Health and Safety at Work Act 1974, the Council's Health and Safety Policy and all locally agreed safe methods of work.

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To fully understand and be aware of the commitment to the duty under Section 17 of the Crime and Disorder Act 1998 to prevent crime and disorder.

Promote the Medway Carbon Neutral by 2050 commitment; supporting the Council action plan to ensure we play our part in addressing the climate emergency.

Medway Council is a Category One responder in relation to the Civil Contingencies Act (2004) and as a result all staff working for the Authority may be asked to carry out Category One response duties or stand into the role of another member of staff who is responding to a Major Civil Incident.

Organisation:

This role reports to the Internal Communications Officer. The council's internal communications function sits under the Senior Media and Internal Communications Manager within the Communications and Marketing department, which is in the Business Support Directorate.

The post holder will not be required to line manage others but may be required to direct, coordinate or train other employees.

The post holder will be required to liaise with all stakeholders both internal and external to the organisation.

Working Style:

HYBRID - a flexible working arrangement whereby an employee can undertake their work either in the office and/or partially or mainly from home on a temporary or permanent basis.

Person specification

All criteria at level A should be considered essential requirements.

Qualifications

Level A

Educated to GCSE level or equivalent with minimum grade equivalent to C in English and Maths.

Level B (in addition to level A criteria)

Not applicable.

Level C (in addition to levels A and B)

Completion of relevant courses to increase knowledge and continue professional development in internal communications.

Knowledge

Level A

Understanding of the structure and responsibilities of local government.

Awareness of the role of a communications team in a large organisation.

Awareness of the different types of communication channels.

Level B (in addition to level A criteria)

Awareness of public sector policies and practices in the context of the role/team.

Developed knowledge of internal communications methods.

Attend online webinars in relation to internal communications.

Stay up to date on best practice for internal communications across public sector.

Knowledge and understanding of engagement metrics and analysis to use data to improve communications.

Level C (in addition to levels A and B)

Understanding how to align internal messaging with the priorities of the organisation.

Developed knowledge of working with different content formats (emails, newsletters, intranet posts, videos), recognising the benefits and limitations of these formats to produce effective communications.

Experience

Level A

Experience of working with the MS suite i.e. Word, Excel, PowerPoint.

Experience of using writing and communication skills to present information clearly and concisely.

Level B (in addition to level A criteria)

Understanding and experience of the methods available to deliver successful internal communications campaign.

Played a key role in an internal communications team delivering campaigns and supporting events.

Experience of video and imaging editing using relevant software packages.

Experience of using the organisation's internal communications methods, including publishing tools, such as Gov Delivery and MedSpace.

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Level C (in addition to levels A and B)

Demonstrate developed communication skills through experience in the role, including excellent writing skills both for a variety of communications channels and methods.

Contribution to the analysis of internal communication methods and apply experience to make positive changes.

Proficient in providing accurate and timely internal communication messages.

Experience of working independently and at a consistent standard using a full variety of internal communications methods.

Consistently produces accurate and varied internal communications within set timescales.

Supporting coordination and collaboration with other council departments.

Skills

Level A

Full driving valid for use in the UK and access to own transport for work purposes.

Demonstrates effective manual dexterity, coordination, and sensory abilities to drive and perform computer-based tasks throughout the workday.

Proficient in the use of Microsoft Word, Excel and Outlook.

IT literate with the ability to adapt and learn other software packages as required.

Level B (in addition to level A criteria)

Ability to use a variety of tools and systems to benefit internal communications assignments

Solid grammar and writing skills and ability to change the tone depending on the messaging and audience.

Developed skills to understand what is required within recognised procedures to work towards responding independently to problems, currently with managerial support.

Skills to assess the council's processes and implement required improvements in order to increase the reach and engagement of staff communications.

Level C (in addition to levels A and B)

Consistently and accurately using communication methods to reach audiences with internal communication messaging.

Consistently using excellent grammar and writing skills to produce clear, concise and engaging writing.

Consistently produces accurate and varied internal communications within set timescales.

The ability to independently manage workload and responsibilities to meet conflicting deadlines

Ability to present complex and/or sensitive information in an understandable way, using a variety of methods across a range of audiences.

Demonstrable ability to use analytical skills to interpret complex information or situations and to solve varied problems or develop solutions or plans over the short term, and to make improvements.

Demonstrable ability to be creative and think innovatively to get the message across to the necessary audiences.

Demonstrable ability to work and respond independently to problems where there are no recognised procedures and decisions have to be made without access to a manager