

Job description

Internal Communications and Engagement Officer

- Grade: PO3
- Reports to: Internal Communications and Engagement Manager
- Direct reports: None
- Your team: Internal Communications
- Service area: Communications
- Directorate: Strategy and Programmes

Special requirements of the post

Workstyle: Desk-based worker (Lower presence, one day a week minimum)

- Colleagues who are not usually client or customer-facing and can mostly work anywhere with the right technology. Regular on-site activities are required such as team events and collaboration that are more productive face to face

This is a safety critical post and will be subject to the council's drug and alcohol policy

This post is subject to the council's declaration of interest procedure

This post is designated as politically restricted

Our mission

Islington is a place rich with diversity and culture. As a council our sense of purpose couldn't be clearer: we serve. It's in the logo. We are committed to challenging inequality in the borough and as one of the largest employers we know that to look after the place and the planet, we have to look after our people. **Together we can change the future.**

To do this, everyone who works at Islington Council lives by a set of values which guide us in everything that we do: collaborative, ambitious, resourceful, and empowering. They spell out 'CARE', which is what we think public service is all about.

Overview of the role

Apply for this exciting opportunity to **join Islington Council's Internal Communications team!**

As our Internal Communications and Engagement Officer, you'll play a key role in sharing news, updates and exciting opportunities for council colleagues to come together, be engaged and inspired.

From leading on key projects and areas, to supporting colleagues from right across the organisation. You'll get the chance to work with lots of different colleagues on a range of topics, boost your skills and shape the way we communicate and engage with colleagues from across the council.

Key responsibilities

Please list each key responsibility of the role (Maximum of 10-12 bullet points):

- To plan, lead, deliver and evaluate internal communications campaigns that support the objectives set out in the council's Strategic Plan, including digital, marketing, events and face-to-face communications.
- To ensure that communications work is effective, data-driven, targeted and culturally competent.
- To offer strategic communications advice to senior officers and service leads on allocated portfolio areas.
- To support staff engagement projects, as directed by the Internal Communications and Engagement Manager.
- To individually generate content and work with others to do so, such as video filming and editing, social media and email copy, and copy for marketing collateral.
- To work with the wider service and other services to ensure that work is planned and that team planning processes are followed, ensuring work and projects are presented to staff in a coordinated way that is connected to the council's key mission and objectives.
- To support the delivery of the wider communications service's objectives, giving advice and support to colleagues on major campaigns.
- To contribute content and ideas for council printed publications and digital channels, ensuring that content is tied to council objectives and priorities.
- Supporting the development of the council's digital, brand and creative, public affairs, and engagement functions through close collaboration and working within the team
- Helping to manage internal communications channels, creating compelling content

Compliance

Ensure adherence to legal, regulatory, and policy requirements under GDPR, Health and Safety, Employee Code of Conduct and in your area of expertise by identifying opportunities and risks, and escalating issues as necessary.

Person specification

Your application form needs to demonstrate how you fulfil the role's requirements. It is essential to address the criteria, as this will be used to evaluate your suitability for the position.

Essential and desirable criteria

Essential: the basic requirements that must be met for someone to be considered for a particular job. These criteria are mandatory and cannot be negotiated. Essential criteria directly impact the core qualifications or skills necessary to perform the job effectively.

Desirable: the additional qualities, skills, or qualifications that would be advantageous for a candidate to possess but are not mandatory. Not meeting them does not automatically disqualify someone from consideration for the job. This also allows candidates who do not possess certain desirable criteria the opportunity to explain how their other knowledge, experience and skills relate to these and what they may be in the process of doing or willing to do to achieve these.

Point	Criteria description	Essential/desirable
1	Experience of delivering communications, using a wide range of content to generate impact and engagement for key priorities across a range of different channels	Essential
2	Experience of staff engagement and displaying corporate grip of issues	Essential
3	Experience of turning complex information into creative, compelling, relevant and targeted content that tells a clear and consistent story to its target audience	Essential
4	Ideally, experience of internal marketing, digital and engagement	Essential
5	Ideally, experience of working in the public sector	Essential
6	Experience of writing for different audiences and channels, and tailoring content for each	Essential
7	Interest in local government and the challenges it faces	Essential
8	Interest in organising events	Essential

Point	Criteria description	Essential/desirable
9	Interest in working with elected politicians and working in a political environment	Essential
10	Excellent communications skills to build relationships with colleagues to achieve change and improve services	Essential
11	Excellent written and verbal communication skills, and the ability to motivate, inspire and influence others	Essential
12	Personal and professional demeanour which generates credibility and confidence among the general public, members, chief officers, staff, external partners and all other stakeholders	Essential
13	Ability to work under pressure, meeting deadlines and balancing different priorities and workloads	Essential
14	Ability to work collaboratively with a range of internal and external stakeholders	Essential
15	A commitment to cultural competence and understanding of the needs of Islington's diverse community	Essential

Our accreditations



Our accreditations include Disability Confident Leader, The Mayor's Good Work Standard, London Living Wage Employer, Stonewall Diversity Champion, and Employer with Heart.