

CROYDON COUNCIL

ROLE PROFILE AND PERSON SPECIFICATION

DEPARTMENT: Chief Executive's Department

DIVISION: Customer Services and Communications

JOB TITLE: internal communications manager

ROLE PROFILE

Job Title:	Corporate communications and engagement manager (internal)
Department:	Gateway, Strategy and Engagement
Division:	COMMUNICATIONS AND ENGAGEMENT
Grade:	16
Hours (per week):	36
Reports to:	Head of communications and engagement
Responsible for:	<ul style="list-style-type: none">• Communications & engagement officer x2

Role Purpose and Role Dimensions:

The internal communications manager is responsible for leading a best-in-class internal communication and engagement team, providing a high quality, professional and comprehensive corporate communications service that's fully aligned to corporate priorities. This includes supporting HR and organisational development to improve employee retention and wellbeing, as well as building the reputation of the council as an employer.

Making the most of council's communication channels, in particular digital channels, the role holder will lead in the development and delivery of the council's strategic internal communications activity. Including high-impact staff engagement campaigns and activity to educate, inform and retain staff. This will also include forward planning, major campaign / project management, delivery and evaluation.

A key part of the role is looking for new and innovative ways to engage with the workforce (current and future), using creative, digital approaches that make an impact and provide excellent value for money.

The role will work closely with ELT/CLT to provide advice on leadership communications, develop and roll out communications tactics and activity to embed organisational values, culture and behaviour change projects.

Commitment to Diversity:

Take individual and collective responsibility for championing the council's diversity agenda and implementing initiatives that provide equality of access and opportunity at all levels of the

organisation and for our stakeholders. Commit to continual development of personal understanding of diversity.

Ensure personally and through others that the council meets its statutory obligations in relation to all aspects of equalities legislation

Key External Contacts:

- Suppliers of goods and services –Spinetix (for plasma screens) and TSO (for the intranet).
- Internal comms managers in other local authorities – sharing information, getting and giving advice.
- Partner organisations (Metropolitan Police, London Fire Brigade, NHS, voluntary groups – sharing information, providing help/assistance to staff)
- London Councils
- Local Government Association (LGA) – supporting the LGA with reviewing internal communications functions in local government.
- Greater London Authority (GLA) – delivering strategic communications
- Professional bodies such as Chartered Institute of Public Relations (CIPR) and LGComms – speaking at events, taking part in research
- National consultative groups
- Professional bodies

Key Internal Contacts:

- Executive leadership team (CLT) – providing strategic communications advice and services
- Council leadership team (CLT) – delivering services to them, providing advice to them.
- Departmental management teams – delivering services to them, providing advice to them.
- Heads of service across the council – delivering services to them, providing advice to them.
- HR department and L& Organisational development service – delivering services to them, providing advice to them.
- Croydon Council's Culture Board
- Staff networks and Culture Ambassadors
- Elected members

Financial Dimensions:

- Responsible for managing a revenue budget (including staff costs) of approximately £amount to be confirmed
- Responsible for managing project budgets, monitoring contractual payments and ensuring satisfactory delivery of services purchased
- Responsible for monitoring contractual payments and ensuring satisfactory delivery of services purchased

- Responsible for managing capital budgets relating to improvements to internal digital communication and engagement platforms, such as the intranet
- Responsible for managing income streams (staff awards) and identifying opportunities for savings and efficiencies

Key Areas for Decision Making:

- Annual work programme for internal comms team / managing staff
- Deciding on income streams.
- Financial decisions including project budget management and allocation of spend
- Changes to staff hours, working arrangements.
- Channels to use for major communications, including emergency comms to all staff
- Deciding on suppliers and agencies

Other Considerations:

- Ability to occasionally work outside of core hours, including evenings and weekends
- This role is part of an on-call rota in handling emergency media enquiries out of hours, meaning occasional (scheduled) work is required
- Expected to attend meetings and conferences outside of the borough

Is a satisfactory disclosure and barring check required?
[\(click here for guidance on DBS\)](#)

No

What level of check is required?

Is the post politically restricted
(Click here for guidance on political restriction)

Yes

Is the post exempt from the Rehabilitation of Offenders Act (ROA) 1974
[\(Click here for guidance on ROA\)](#)

No

Key Accountabilities and Result Areas:

Key Elements:

- To lead an excellent internal communications and engagement team, delivering high impact, multi-discipline communications and strategic campaigns which are of an award winning standard - based on clear research, objectives, strategy and evaluation
- To think creatively, challenging the norms, and constructively challenging others (including those more senior) to ensure continuous improvement, commercial astuteness and inspire the same in colleagues.
- To be a positive ambassador for the council and Croydon, maximising our influence and promoting Croydon in a positive light and creating opportunities to enhance the council's image and reputation.
- To champion the council's transformation agenda in modernising how we work and how we deliver services.
- To champion, promote and demonstrate the council's values in all aspects/areas of the role both within the department and across the council.
- To provide a visible commitment to improving staff satisfaction and continuous improvement across all services.

Corporate responsibilities

- Champion, promote and demonstrate the council's values in all aspects/areas of the role both within the department and across the council;
- Support the council management team in the delivery of the council's vision and corporate priorities;
- Take responsibility for cross-cutting initiatives, both within own service area and wider, including additional work as allocated by the head of service;
- Be a positive ambassador for the council and Croydon, maximising our influence and promoting Croydon in a positive light – creating opportunities to enhance the council's image and reputation; and
- Provide a visible commitment to customer satisfaction and continuous improvement across all services.
 - Support the head of service in providing effective leadership, management and communication across the service;
 - Demonstrate a performance driven approach to work in line with the corporate vision and values;
 - Champion and support continuous professional development within the service;
 - Prioritise customer service and satisfaction across all service areas;
 - Help foster a culture of innovation and ambition throughout the service, including appropriate levels of accountability and consultation;
 - Ensure effective partnership working, fostering key relationships with other service managers across the division and beyond;

Departmental responsibilities

Principal areas of responsibility

- Monitor the delivery of own team against agreed targets, timescales and resources, ensuring appropriate action and interventions are taken to achieve desired outcomes; and
- Actively commit to continuing personal and professional development.

Management of the yearly strategic communication planning cycle for internal communications, developing campaign plans and objectives with officers; putting together evaluation plans and ensuring evaluation reports are provided in a timely manner.

Manage, develop and deliver excellent strategic internal communications and engagement work for the organisation, including the delivery of high impact campaigns that support the council's priorities and organisational development objectives.

Providing strategic advice and support to the corporate leadership team (CLT) and chief officers on a range of communication and engagement issues, including how to leverage the greatest impact when communicating key corporate priorities.

Providing strategic communications advice, support and work stream project management in the development of key council strategies and plans (Corporate Plan, Culture Plan, Workforce Strategy) attending committees and other meetings as needed.

Ensuring a forward plan is in place for the all internal communications and engagement for the financial year – managing content to ensure maximum impact.

Liaising with other communications service managers to ensure plans are accurate, up to date and support service and communications objectives.

Lead the development of our internal brand, shaping the tone and content of staff messages, making sure they are consistent, accurate and targeted.

Manage and control budgets, ideas, themes and timescales for internal communications and staff engagement projects'

Monitoring, measuring and reporting on the effectiveness of internal campaigns, engagement and digital channels (intranet / newsletters), in order to help inform current and future strategies.

Ensuring all campaigns achieve the desired outcomes and outputs as set out via the corporate narrative and specific campaign plans.

Ensuring all activity is delivered within budget and achieves value for money.

Managing performance through the monitoring of team targets and key performance indicators to measure the impact of activity.

Ensuring each team member has clear objectives and a personal development plan, which are then monitored through regular 121s and appraisal.

Ensuring internal communication and engagement officers carry out extensive evaluation and research for campaigns, delivering best practice in measuring impact.

Developing innovative, targeted content using audience behavioural insights. Delivering improvements to targeted digital communications such as emails (based on staff area / interest)

Ensuring the council's brand is protected and enhanced through all campaigns, communications and engagement activity. Leading research which tracks our reputation with staff to refine approach.

Working with the L&OD / HR teams to improve the effectiveness and user take up staff engagement platforms. Provide guidance on how results of staff consultation and engagement activities can feed into organisational improvements and cultural change;

Identifying, trialling and commissioning improvements to our digital engagement channels as appropriate, working with the relevant colleagues.

Work with peers across the service to identify and develop the most effective channels and tools for engagement – ensuring key messages are delivered effectively and have a positive impact (primarily staff focussed).

Actively research and gather intelligence on corporate developments and achievements in order to promote and celebrate them through a range of channels – feeding this into the wider service plan.

Managing the annual staff awards – promoting during nomination time; ensuring smooth running of the judging; ensuring enough income is bought in through sponsorship; and ensuring enough staff are in place during the running of the event itself.

To provide an early warning of the issues surrounding staff engagement / wellbeing which could harm the council's

reputation and to provide sound advice on the best way to handle.

Keep on top of trends and developments in internal communications and staff engagement, playing an active role in cross-sector networks and the wider community.

Building and maintaining strong, effective relationships with external organisations such as partners, contractors, professional bodies, voluntary sector, local and national government bodies in order to deliver council communications.

This is a description of the main duties and responsibilities of the post of Internal Communications Manager at the date of production. The duties may change over time as requirements and circumstances change. As such, the person in post may also have to carry out other duties as may be necessary from time to time.

Green Commitment

- Ensuring both individual and teamwork meets the Council's Green Commitment Policy goals in reducing energy consumption and waste, increasing renewable energy use and recycling, contributing to a reduction in traffic congestion and using sustainable materials.

Data Protection

- Being aware of the council's responsibilities under the Data Protection Act 1998 for the security, accuracy and relevance of personal data held, ensuring that all administrative and financial processes also comply.
- Maintaining customer records and archive systems in accordance with departmental procedures and policies as well as statutory requirements.

Confidentiality

- Treating all information acquired through employment, both formally and informally, in confidence. There are strict rules and protocols defining employee access to and use of the council's databases. Any breach of these rules and protocols will be subject to disciplinary investigation. There are internal procedures in place for employees to raise matters of concern regarding such issues as bad practice or mismanagement.

Equalities and Diversity

- The council has a strong commitment to achieving equality of opportunity in its services to the community and in the employment of people. It expects all employees to understand, comply with and promote its policies in their own work, undertake any appropriate training to help them to challenge prejudice or discrimination.

Health and Safety

- Being responsible for own Health & Safety, as well as that of colleagues, service users and the public. Employees should co-operate with management, follow established systems of work, use protective equipment and report defects and hazards to management. Managers should carry out, monitor and review risk assessments, providing robust induction and training packages for new and transferring staff, to ensure they receive relevant H&S training, including refresher training, report all accidents in a timely manner on council accident forms, ensure H&S is a standing item in team meetings, liaise with trade union safety representatives about local safety matters and induct and monitor any visiting contractors etc, as appropriate.

Contribute as an effective and collaborative team member

This will involve:

- Participating in training to demonstrate competence.
- Undertaking training as required for the role.
- Participating in the development, implementation and monitoring of service plans.
- Championing the professional integrity of the service.

Person Specification

Job Title:	Internal communications manager
Essential knowledge:	<p>Educated to degree level or hold a marketing/communications qualification, or equivalent experience.</p> <p>Professional qualification in the field of public relations, communications or marketing – or the equivalent measurable, successful experience.</p> <p>Demonstrable knowledge and experience of developing and implementing communications strategies, plans, campaigns and projects.</p> <p>Up to date knowledge of best practice in communications and/or engagement – covering the full range of communications channels (including digital/social media) and communication evaluation techniques.</p> <p>Up to date knowledge of the latest thinking in digital engagement and digital communications.</p> <p>Up to date knowledge of best practice in staff engagement, consultation and change management.</p> <p>Up to date knowledge of employee wellness and wellbeing issues and trends in relation to retention.</p> <p>Up to date knowledge of local government issues, with an excellent awareness of current affairs.</p> <p>Working knowledge of the department of communities and local government's (DCLG) publicity code of conduct.</p>
Essential skills and abilities:	<p>Proven ability to manage, lead and deliver a range of complex projects and activities.</p> <p>Excellent ability to think strategically – both in terms of thinking about the long term and the needs of the whole organisation</p> <p>Excellent facilitation skills with working experience of facilitating complex, sensitive and difficult situations</p> <p>Outstanding communication skills – with experience of conveying complex messages effectively to a variety of internal audiences.</p>

Strong ability to motivate others, supervise their work and evaluate the quality and effectiveness of outputs.

Practical problem solver, with a focus on efficiency, value for money and getting things done

Outstanding ability to provide clear and unambiguous advice on complex issues and not use jargon.

Proven ability to influence at all levels of the organisation – unafraid to constructively challenge

Outstanding ability to process and analyse a broad range of data quickly and effectively

Highly creative and innovative approach to communications – including use film and social media.

Outstanding ability to work well in a team – whether a service team or a project team

High level of resilience – able to handle contradicting priorities or demanding workload

Excellent coaching skills – with experience of coaching staff as well as internal customers

Excellent attention to detail.

High level of resilience – able to handle contradicting priorities or demanding workload.

Calm in a crisis – handling the situation effectively and efficiently.

Ability to handle sensitive information with upmost discretion and awareness.

Essential experience:

Experience of managing and leading a team, including recruiting, developing team members and developing work programmes.

Experience of managing projects and leading large projects – including writing business cases, developing project plans, applying project management techniques and managing budgets.

Excellent ability to work well in a team – whether a service team or a project team.

Experience of monitoring, evaluating and reporting on the impact of campaigns and internal communications and engagement activity.

Experience of developing and delivering an internal strategic communications and engagement function.

Experience of developing and implementing digital and social communications and engagement channels.

Experience of managing capital and revenue budgets.

Working knowledge of the department of communities and local government's (DCLG) publicity code of conduct.

Strong political acumen, with experience of working in a highly politicised environment and / or a complex, large organisation.

Special conditions:

This role is part of an on-call rota in handling media enquiries, meaning occasional (scheduled) out of hours work is required – this covers emergency situations only.

Sometimes required to work outside of core business hours, including evenings and weekends.

Expected to attend meetings and conferences outside of the borough

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