

ROYAL BOROUGH OF GREENWICH

JOB DESCRIPTION

DEPARTMENT: Chief Executive

SECTION: Communications and Engagement

JOB TITLE: Assistant Internal Communications and Engagement Officer

GRADE: SO2

Purpose of Job:

To assist and support the Internal Communications Team in the development and delivery of a range of communications programmes including supporting stakeholder projects, delivery of a dedicated internal communications action plan and implementation. The post holder will have an exciting opportunity to develop their skills in a wide range of approaches to internal communications and engagement. Working within a busy team, the post holder will engage with people at all levels across the organisation.

Main Duties:

1. To be part of the Internal Communications Team and the wider Corporate Communications Team and develop communications strategies for specific areas of Council activity.
2. To develop internal communications and engagement plans, campaigns and marketing activities across different media for Council services in accordance with the Council's priorities.
3. To develop, write, and edit content for the Council's internal communication channels including Intranet, printed publications and speeches, ensuring that it is of a high quality, meets corporate standards, is suitable for the target audience, accessible, and useful.
4. To draft the communications strategies for specific projects in their entirety and to be responsible for the delivery of all elements of the plans. Plans will be approved by the Senior Officers.
5. To be responsible for overseeing all Communication support and advice relating to specific Council projects. This will involve making recommendations to Senior Officers under the supervision of the Deputy Communications and Engagement Manager.

6. To generate news content, write and produce the Royal Borough's weekly staff bulletin; Tak Greenwich.
7. To produce a regular analytics and data reports detailing the Council's internal reach.
8. To contribute to a programme of promotional activities including awards ceremonies, photo opportunities and internal events and to support specific areas of communications work.
9. To maintain a detailed knowledge of the issues affecting local government and the key corporate priorities of the Council.
10. To work closely with Council partners to support and deliver effective internal communications programmes for the Council.
11. To work with designers, contractors and sponsors to help deliver the Council's internal communications programme.
12. To attend Council meetings and events, as required.
13. To carry out any additional duties commensurate to the grade of the post, not listed above, as allocated by the Deputy Communications and Engagement Manager.
14. Where necessary for the job role or appropriate for continued development in the role, the post holder may be required to participate in training and development courses made available via the Council's Apprentice Levy funding.
15. To undertake all duties with due regard to the provisions of health and safety regulations and legislation, Data Protection/GDPR, the Council's Equal Opportunities and Customer Care policies.
16. To perform all duties in line with Council's staff values showing commitment to improving residents' lives and opportunities, demonstrating respect and fairness, taking ownership, working towards doing things better and working together across the council.
17. You may be required to undertake alternative, additional or ancillary duties from time to time or transfer to another service department within the Council as the Council may reasonably direct to meet service user demand in the event of a crisis or emergency.