

**Manchester City Council
Role Profile**

**Internal Communications Officer, Grade 6
Strategic Communications Service
Role reports to: Internal Communications Manager**

About this role

This is an opportunity for an innovative and enthusiastic communications specialist to join Manchester City Council's award-winning strategic communications team.

In this role you will be part of a busy multi-skilled internal communications team that sits within the wider communications service.

Internal communications is a dedicated service designed to enhance workforce communications and engagement activity, working in close partnership with senior stakeholders, Human Resources and Organisational Development and services across the Council.

You will be responsible for planning and delivering internal communications activity, guided by organisational priorities, the Internal Communications Strategy and Strategic Communications Service Plan.

This role will have a particular focus on creating a variety of content to reach multiple audiences, digital channel development, including our staff intranet and creating engaging and impactful campaigns.

You will ensure that we represent and showcase our talented and diverse workforce and help tell their stories through our internal communications activity. You will play a role in helping to engage staff, give them a voice and connect them to opportunities to help them thrive.

You will be one of two Internal Communications Officers working with the Internal Communications Manager to help deliver the council's workforce priorities and embed and embody our culture and values.

You will have excellent communications and planning skills and be outcomes focused as our work aims to enhance an employee's experience of working for Manchester City Council.

We are looking for someone who is experienced and passionate about communications, particularly internal communications. You will join a team who will support you and wants to see you succeed.

Key role descriptors

Enthusiastic and adaptable. The internal communications officer needs to be able to take complex information and turn it into meaningful communications.

The role holder will be encouraged and supported to research and test out ideas and bring a fresh perspective to communications challenges.

Good storytelling and bringing information to life with engaging content and two-way communications is a core part of this role.

Learning and developing knowledge around internal communications will be key to enabling Manchester City Council to be a leader in this field of communications.

Key Role Accountabilities

Work collaboratively and embody our culture and values.

Help to embed our ways of working and support staff to understand their part in achieving our organisation's Our Manchester vision and goals.

Seek out and learn from best practice in the field of internal and digital communications.

Deliver activities as part of a coordinated set of communications plans.

Copywriting, filming and taking photographs to help bring stories to life.

Use evaluation to demonstrate impact and identify opportunities for new or revised activity.

Be proactive and seek out good news and turn information into creative content.

Ensure communications are inclusive and diversity is celebrated.

Maximise and develop our staff intranet as a core communications channel.

Where the role holder is disabled every effort will be made to supply all necessary aids, adaptations or equipment to allow them to carry out all the duties of the role. If, however, a certain task proves to be unachievable, job redesign will be given full consideration.

Role Portfolio

Communications is a centre of excellence, driving value for money and ensuring that marketing and communication support for directorate and Council wide priorities. The service is structured into two areas, **Content and Strategy and Operations and Commercial**.

Content and Strategy plans and develops the strategy for communications activity, drawing out the key messages and shaping the tactics to get the messages to the relevant audiences. They then bring the 'story to life' by providing creative treatments, designing web pages and content presentation / user journeys. Within Content the following services are provided:

- Marketing, account management, insight, research (with assistance from PRI), channel planning, media buying and digital communications
- Press office - promotes the Council via proactive PR, protects its reputation and responds to media inquiries, major events supporting communications (marketing and digital)
- Internal communications – intranet, staff communication and engagement
- Creative design – crafting the look and feel of the messages and campaigns through all mediums based on the target audience
- Digital - creating user-centred web content that supports residents to access services and information

Operations and Commercial delivers the operational functions for Communications - print, mail, distribution and supporting residents with interpretations and translations and supporting events with technical delivery. This team also identifies opportunities to commercialise our operations. The delivery arm of the directorate provides:

- Print and mail services – apart from the obvious this also includes delivery of the digitisation of operational services, such as hybrid mail and management of the local print infrastructure
- Translations and interpretation services
- Presentation and technical AV services
- Commercial relationship management

This role sits in Content and Strategy.

The roleholder will develop and deliver effective, quality internal communications activity and content in line with our agreed corporate narrative and wider communication strategies. They will provide advice to colleagues within the service and clients across the organisation on how to deliver effective internal engagement and communication, ensuring activity is developed, delivered and evaluated effectively.

They will take responsibility for the day to day management of the organisation's existing internal communication channels and contribute to the development of new channels where required.

They will act as an ambassador for Our Manchester ensuring internal messaging reflects the organisation's principles, priorities and values

Internal Communications Officer, Grade 6 - Key Competencies and Technical Requirements

Our Manchester Behaviours

- We work together and trust each other.
- We're proud and passionate about Manchester.
- We take time to listen and understand.
- We 'own it' and aren't afraid to try new things.
- We show that we value our differences and treat people fairly.

Generic Skills

- **Communication Skills:** Ability to communicate effectively and break down key and complex information, ensuring the communication is understood. Ability to advise and put case across. Ability to influence or persuade internal and external stakeholders. Strong, adaptable, communication skills. .
- **Analytical Skills:** Ability to absorb, understand and quickly assimilate complex information and concepts and compare information from a number of different sources.
- **Planning and Organising:** Ability to manage your own time effectively. Demonstrate the ability to organise multiple tasks in the most effective way, and allocate time and energy according to task complexity and priority.
- **Problem solving and decision making:** Ability to analyse situations, diagnose problems, identify the key issues, establish and evaluate alternative courses of action and produce a logical, practical and acceptable solution. You must be able to make effective decisions on a day-to-day basis, taking ownership of your decisions, demonstrating sound judgement in escalating issues where necessary. Be logical in thinking and explain reasoning behind decisions or actions taken.
- **Creative Skills:** Ability to think creatively and provide innovative solutions to problems. This role requires you to have experience and skills in developing creative ideas and finding new approaches in order to best meet the goals set.
- **ICT Skills:** Ability to use multiple applications, systems and associated software packages. You will be required to competently use and develop the intranet, external marketing platform, planning software and print and design web applications.
- **Strategic Thinking:** Understands the importance of organisational strategy and how they contribute to it.

Technical Requirements

You will have good knowledge, experience and understanding of:

- Developing creative and engaging communications campaigns.
- Working knowledge of digital channels and tools used for effective communications.
- Using insight and evaluation to inform future communications activity
- Telling stories and putting people at the heart of communications.
- Generating ideas and working on initiative to find new and exciting ways to create engaging content for the workforce.
- Equality, diversity and inclusive communications and the importance of representation.