

A Post Details	
Job Title: Internal Communications Executive	Grade: TBC
Department Internal Communications	Division: A <input type="text"/>
Reports to: Change Communications Manager	Contract Type: Permanent <input type="text"/>
Level of Vetting: <input type="text"/>	Numbers in Post: 1

B Purpose of the Post
<p>The post holder is responsible for assisting the Internal Communications in delivering its, and BTP's, strategic goals by providing tactical support. This includes managing integral day to day tasks, administration and logistics so that the wider team can focus on strategic, value-add tasks.</p>

C Dimensions of the Post
<p>Financial – None Staff Responsibilities – None</p>

D Principal Accountabilities

- Create content for a wide variety of channels, including: the intranet, email, Yammer, employee listening platform, events
- Responsibility for all Yammer and Peakon administration when these two new engagement systems are introduced, including: account queries, managing the 'report a concern' function, ensuring that stakeholders throughout the organization have access to Peakon and use it effectively, including identifying 'hotspots' and ensuring the organization is aware that additional support is required, and keeping an action tracker to ensure we are demonstrating we are acting on feedback
- Ensure that intranet content is regularly updated, accurate, relevant and varied
- Support the Channels Executive in the creation of a Channels Dashboard which measures audience reach, hits, comments and engagement to inform continuous improvement of the IC Channels strategy.
- Proactively monitor the Internal Communications Mailbox on a daily basis and respond/forward on queries to the wider IC team where appropriate. Light diary management and administrative support for the Head of Internal Communications.
- Build a network across the organisation to encourage people to share their local stories, explain who they are as people and the jobs they do, and celebrate the diversity of our workforce.
- Act as first point of contact for routine content and channels queries
- Advise stakeholders on which channel to use to achieve the outcome they are seeking in line with the Channels Strategy e.g. newsletter vs. intranet story
- Write brilliant, clean copy for all channels that provides a clear line of sight to organizational goals, objectives and Values
- Manage the dotmailer email system – including sending all people emails on behalf of senior leaders and regularly maintaining and updating distribution lists

- Undertake photographic and video assignments when required
- Ensure that any content that is on IC platforms is outcome-based and created for an internal audience in mind, incorporating our internal tone of voice.
- Logistical support and organization of events, primarily virtual, via MS Teams include: Line Manager Briefings, All People calls, and ad hoc events in line with events and change agenda. This includes calendar placeholders, registration, pulling together agendas
- Ensure that all content is prepared on time to meet deadlines agreed on the Editorial Calendar
- GPC card buying and administration (Head of Internal Communications has all the financial responsibilities)

E Decision Making

Day to day management and judgement of request/queries and whether these needs further action/advise, and by whom.

F Contact with Others

Internal

Continuous contact with Internal Communications Team

Frequent contact with colleagues of all levels especially Corporate communications and People & Culture

External

Contact with suppliers, contractors and communications agencies

G Essential Criteria

Qualifications and Training:

Bachelor's degree or equivalent experience

Experience:

- 1 – 2 years' experience in an Internal Communications team, ideally in a matrix organisation
- Solid experience of Office 365 including Yammer, Forms, Teams, Word and PowerPoint
- Experience of writing, creating and editing across channels, particularly intranet, newsletters, Yammer

Skills:

- Excellent written and verbal communication skills with high attention to detail and good grammatical knowledge, as well as the ability to write in a variety of styles and to edit the contribution of others.
- Sound editorial judgment when sourcing and creating content
- Ability to build effective working relationships across the organisation
- Basic knowledge of Adobe Suite, particularly video editing
- Strong organisational and administration skills with an exceptional eye for detail
- Ability to prioritise multiple tasks and work to tight deadlines
- Ability to be discrete with sensitive and brand-affecting communications

Knowledge:

- **Knowledge of employee engagement/listening tools and how to analyse this feedback**
- **Knowledge of GDPR**
- **Understanding of the role Internal Communications plays in fostering employee engagement and cultural change**

Desirable criteria:

- **Experience using Adobe Creative Suite and video editing**

H Additional Information

For Panel to complete only:

Line Manager Approval: (this is only signed off when the line manager has approved the final version)

Panel Approval: (this will only be signed off once the job has gone through the Job Evaluation Panel)

Date:

Email the Job Evaluation submission form together with supporting documentation (organisational charts, job descriptions) to [People & Culture Policy & Reward inbox](#)

You will be advised of a panel date following receipt of the submission