

Kent County Council

Job Description: Staff Communication and Engagement Officer

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| Directorate: | Strategic and Corporate Services |
| Division: | People and Communications |
| Group: | Engagement and Internal Communications HR&OD |
| Grade: | KR10 |
| Responsible to: | Engagement Development Manager |

Purpose of the job:

Work across the Engagement and Internal Communications Team to design and deliver effective engagement campaigns that drive staff behaviour in support of strategic priorities. Build understanding of, and engagement with, organisational change to embed new approaches to ways of working and service delivery.

Main duties and responsibilities:

- Design and deliver communication plans for a range of communication channels and audiences that contribute to organisational change.
- Provide expert advice and best practice guidance to support direct stakeholder engagement with change.
- Deliver timely, connected communications that underpin and strengthen leadership and strategic narratives.
- Create core corporate messages on designated topics, jointly planning activity with others to ensure the unique voice of services is translated through all communication.
- Proactively identify and deliver opportunities through communication and engagement work to build staff advocacy and improve staff connection.

Footnote: This job description is provided to assist the job holder to know what his/her main duties are. It may be amended from time to time without change to the level of responsibility appropriate to the grade of the post

The following outlines the Minimum and Desirable criteria for this post. Applicants who have a disability and who meet the minimum criteria will be shortlisted.

Applicants should describe in their application how they meet these criteria.

| | ESSENTIAL CRITERIA |
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| QUALIFICATIONS | NVQ5 (or equivalent) or degree or be able to demonstrate relevant professional experience of internal communications. |
| EXPERIENCE | <ul style="list-style-type: none"> • Experience of delivering internal communications in a richly diverse organisation. • Experience of making connections across a complex range of subject areas and/or departments. • Experience of creating practical and insight driven conversations and messages. • Experience of writing for a variety of audiences. • Experience of creative campaign planning and delivery. • Experience of delivering to meet specified outcomes. • Experience of using a range of channels including digital and social media. |
| VALUES | <ul style="list-style-type: none"> • We are brave. We do the right thing, we accept and offer challenge • We are curious to innovate and improve • We are compassionate, understanding and respectful to all • We are strong together by sharing knowledge • We are all responsible for the difference we make |
| SKILLS & ABILITIES | <ul style="list-style-type: none"> • Able to work independently and at pace, making appropriate connections and decisions to drive campaign development forward. • Proven track record of designing and delivering creative approaches to internal communication messages and campaigns. • Ability to work as part of a project team, defining distinct packages of work to be delivered. • Ability to write for a wide range of audiences, delivering complex information concisely and in good time. • Good interpersonal skills. • Assertive and constructive focus on providing professional advice relating to internal communications and engagement. |
| KNOWLEDGE | <ul style="list-style-type: none"> • Robust understanding of internal communication principles and techniques. • Awareness of current trends and opportunities within internal communications. • Understanding of engagement principles and best practice. • Understanding and experience of working on confidential matters. • Political awareness and insight into the effective and sensitive management of relationships. |