

## Non-Management Job Description

<b>Job Title:</b>	<b>Internal Communications Officer</b>	<b>Location:</b>	Based at Rail House
<b>Department:</b>	<b>People</b>	<b>Reports to:</b>	Head of HR
<b>HR Contact:</b>	<b>Head of HR</b>	<b>Financial Accountability:</b>	£0.00
<b>People Responsibility:</b>	<b>0</b>	<b>Is this role safety critical?</b>	No
<b>Does the role have a dedicated deputy?</b>	<b>No</b>	<b>Name if Yes</b>	Click here to enter text.
<b>Select the management level:</b>	N/A		

### 1. CONTEXT OF THE ROLE:

#### PURPOSE OF THE JOB

- Provide corporate company-wide communications and supporting with functional communication (e.g. Sales News, Train Crew Brief etc), providing visuals and templates to “brand” this type of communication consistently.
- Using the team of Engagement Champions, ensure company-wide internal communication is relevant and consistent and supports the business goals, winning “hearts and minds”, ensuring any key issues within the business are identified and addressed.
- Direct responsibility for the company intranet.

#### JOB ACCOUNTABILITY

1. Responsible for the delivery of an annual internal communications plan including internal social media channels
2. Acting as the overall governance for all employee communications (written, digital and on line) to ensure consistency of message, tone, look and feel.
3. Provide overall governance for the Loop, ensuring consistency of messaging and look and feel for each function through working with the super users.
4. Providing support to the business on all commercial and operational employee briefs
5. Supporting the Employee Experience Manager with the yearly employee engagement survey and communication of the action plans
6. Supporting the Employee Experience Manager with specific reward and recognition activities as well as any campaigns relating to employee experience.
7. Supporting the People Director and Head of HR with all grade specific and company-wide communications or communication campaigns.

## 2. ROLE ESSENTIALS

### Decision making authority

The most appropriate communications channels for specific activities

### Most challenging/difficult part of the job

Understanding 'best practice' Employee Communications, procedures, processes and programmes and their application to business.

Experience of getting to know and understand the business and to identify how Employee Communications can best contribute to its success.

To be able to advice, persuade and influence at all levels with best practice and the requirements of the business in mind.

### Experience, knowledge, qualifications and training

Interpersonal and relationship building skills, with excellent communication skills and the ability to understand the more appropriate communication tool within any given situation.

Strong customer focus and proven ability to build productive relationships at all levels of the organisation.

Knowledge of the spectrum of possible Communications interventions and experience of delivering improved business results.

Educated to degree level

Brand Marketing & Employee/Internal Communications Qualification

Experience of an operationally driven business where deadlines are key

Detail conscious and customer focused

## 3. BEHAVIOUR ESSENTIALS

### Values and Behaviours

#### PROFESSIONAL

- Solution Orientated
- Accountable for self and team
- Delivers on promises
- Makes things hassle free

### How will I be measured?

- Can inspire through setting clear goals, defining short and long term aims
- Delivers on financial targets
- Looks for opportunities to secure Merseyrail's competitive advantage
- Reinforces and role models need for compliance against Merseyrail standards

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<b>PROACTIVE</b> <ul style="list-style-type: none"><li>• Innovative</li><li>• Trust their people to deliver</li><li>• Embraces Change</li><li>• Decisive</li></ul>		<ul style="list-style-type: none"><li>• Has a range of flexible communication styles</li><li>• Uses own initiative to offer alternative solutions in light of a change of focus</li><li>• Assists in the development of the engagement strategy</li><li>• Is confident in explaining the benefits of their approach</li></ul>	
<b>INCLUSIVE</b> <ul style="list-style-type: none"><li>• Delivers connected thinking</li><li>• Excels In stakeholder management</li><li>• Promotes diversity</li><li>• Enables people to excel</li></ul>		<ul style="list-style-type: none"><li>• Maintains open lines of communication with relevant colleagues</li><li>• Listens and responds with empathy – puts others at ease</li><li>• Is conscious of their own prejudices, biases and mental stereotypes</li></ul>	
<b>GENUINE</b> <ul style="list-style-type: none"><li>• Builds trust and respect</li><li>• Understands the customer</li><li>• Straight forward</li><li>• Consistent and honest</li></ul>		<ul style="list-style-type: none"><li>• Shows a sincere and active interest in colleagues, customers and business initiatives</li><li>• Actively listens to others</li><li>• Checks with the customer that they are getting what they want</li><li>• Makes things simple and understandable</li></ul>	
Last Updated By:	James Smith	Date	5/8/2021