

Job Description

Post title	Senior Communications Officer (Internal and Corporate)
Grade	N9
Directorate	Operations
Team	Communications and Marketing
Reporting to	Head of Public Relations
Responsible for	N/A

Job Purpose

To lead the planning and delivery of internal communications for the North East MSA, ensuring colleagues are informed, engaged and connected to organisational priorities, whilst supporting and building the Authority's corporate reputation. As part of an integrated Communications and Marketing team, the role also contributes to external communications activity including media relations and reputation management.

Duties and responsibilities

Listed below are the responsibilities this role will be primarily responsible for:

- To collaborate with and provide support to the Mayor's Office and MSA's extended Leadership Team to help them achieve their strategic and operational priorities, through all aspects of effective internal communication.
- To lead the planning, development and delivery of internal communications activity across the Authority that strengthens organisational reputation and awareness.
- To plan, develop and implement integrated internal communications campaigns supporting organisational objectives, culture and transformation programmes.
- To provide professional communications advice to colleagues of all levels across the organisation and support the professional development of colleagues in developing their communication skills through coaching and mentoring as required.
- To lead the planning, management and development of internal communication channels, including the intranet, employee newsletters, briefing platforms and digital engagement tools,

ensuring content is accessible, employee-focused, up to date and aligned with organisational priorities.

- To plan, create and coordinate high-quality, accessible and engaging internal communication content, including leadership cascade messages, employee briefings and corporate updates, and provide communications support for engagement campaigns, tailoring messaging to different audiences and maximising reach, understanding and engagement across the organisation.
- To contribute to, and support wider, integrated communications campaigns alongside the wider Communications team, including media, marketing, digital, content and stakeholder engagement colleagues.
- To lead and coordinate internal communications activity across organisational teams through effective matrix management, building collaborative relationships and influencing delivery to achieve shared objectives, with responsibility for line management of staff as required.
- To contribute to external communications activity including media relations, drafting press releases, stakeholder management and communications where required.
- To contribute to and support reputation management, issues management and crisis communications activity.
- To establish an effective evaluation framework, using communications monitoring tools, techniques and performance measures to analyse impact and reach across all internal communications activity, ensuring communication objectives are achieved, activity stays ahead of sector trends, consideration is given to policy developments and reputational threats, and that all activity provides measurable value for money and demonstrable ROI.
- To network and represent the North East MSA regionally and nationally amongst communication professionals to evaluate emerging trends, insights and best practice, applying learning to deliver innovative, audience-focused internal communications that maximise effectiveness, reach and organisational impact.
- To monitor spend from identified communication budgets on behalf of the North East MSA as appropriate.
- To build and maintain productive relationships with internal and external stakeholders.
- To promote and implement the North East MSA's equal opportunities policies in all aspects of employment and service delivery.

Organisational responsibilities

- **Communication**

We communicate effectively with our peers, partners and local authorities and work collaboratively to provide the best possible outcomes. Communication between teams, services and partner organisations is imperative in providing the best possible service to the region.

- **Confidentiality**

All members of staff are required to undertake that they will not divulge to anyone personal and/or confidential information to which they may have access during the course of their work.

All members of staff must be aware that they have explicit responsibility for the confidentiality and security of information received and imported in the course of work and in using organisation information assets.

- **Health, Safety and Wellbeing**

We take responsibility for health, safety and wellbeing in accordance with the North East MSA Health and Safety policy and procedures.

- **Performance Management**

We promote a culture whereby performance management is ingrained, and the highest of standards and performance are achieved by all. You will contribute to the organisation's appraisal processes to ensure continuous learning and improvement and to increase organisational performance.

All members of staff will receive appraisals, and it is the responsibility of each member of staff to follow guidance on the appraisal process.

The above is not exhaustive and the post holder will be expected to undertake any duties which may reasonably fall within the level of responsibility and the competence of the post as directed by their manager.

Values and Behaviours

Our values and behaviours are the things that are important to us, individually and as a team. They articulate the way we want to conduct ourselves. Combined, they work together to make us who we are, and we use them to anchor all that we do. The North East MSA values are:

- Strive for brilliance.
- One team.
- Drive sustainability.
- Make it happen.
- Be inclusive.

Equalities and Diversity

We are committed to creating a fairer North East where everyone can thrive with aspirational jobs, new skills, and better homes. All employees are responsible for taking proactive steps to eliminate discrimination, advance equal opportunities and foster good relationships in every aspect of their work.

Special requirements of post

- **DBS**

This post is not subject to a disclosure.

- **Politically restricted**

The North East MSA has designated that this post is not politically restricted in accordance with the requirement of section 1(5) of the Local Government and Housing Act 1989 and by regulations made from time to time by the Secretary of State.

Person Specification:

The following criteria will be used to shortlist at the application stage and will be further explored at the interview stage.

	Essential	Desirable
Qualifications	A degree, diploma or post-graduate qualification in communications or a related discipline, or comparable professional experience, together with evidence of continuous professional development in communications, employee engagement or related fields.	Professional membership of the CIPR, PRCA or IoC (Institute of Internal Communications) with evidence of annual CPD accreditation.
Experience	- Significant experience of planning, developing and delivering integrated internal communications strategies, campaigns and plans within a complex organisation, including internal engagement activity. - Experience of managing and developing internal communication channels and creating high-quality content, including leadership messages, employee briefings and corporate communications, to support organisational objectives and reputation. - Experience of supporting organisational change, transformation programmes and the communication of complex, sensitive or business-critical information to diverse audiences. - Experience of external communications activity, including media relations, stakeholder communications and reputation management. - Experience of evaluating communication activity using appropriate tools, insights and performance measures to demonstrate impact, value for money and ROI. - Experience of managing multiple projects, priorities and deadlines in a fast-paced environment, including working with stakeholders and suppliers where required.	- Experience in engaging and influencing stakeholders at all levels, including senior leaders and external partners. - Proven experience in planning and delivering internal engagement activity

Skills and Knowledge	• Excellent written and verbal communication skills, with the ability to translate complex information into clear, concise, accurate and engaging content tailored to different audiences. • Excellent understanding of internal communications, employee engagement, corporate communications, reputation management and external communications best practice. • Strong influencing, relationship-building and stakeholder management skills, with the ability to establish credibility and work effectively with senior leaders, managers, colleagues and external partners. • Strong analytical and evaluation skills, including the ability to assess communication effectiveness, interpret qualitative and quantitative data, measure impact and use insight to improve future activity. • Knowledge of relevant communications legislation, regulation and standards, including GDPR, accessibility requirements and inclusive communication principles.	• Understanding of branding principles and proficiency in design and content creation tools, including Canva, Adobe Creative Suite or equivalent. • Experience of communication and engagement platforms and digital analytics tools.
Personal Qualities	• High level of integrity, professionalism and political awareness. • Resilient, flexible, collaborative and relationship-focused approach in responding to changing priorities, with confidence to challenge constructively and influence effectively. • Committed to the principles of inclusion, diversity and equality.	
Additional Requirements		