



# Internal Communications Job Description Principles

## Call to action



Talented, motivated, creative, communications professional to **specialise in employee engagement and high impact communications to help delivery of government and departmental/agency priorities.**

- **AIOs:** At the start of your career
- **IOs:** Looking to broaden existing experience, develop skills in more than one specialism
- **SIOs:** Enhance specialist skills, looking to develop in more than one specialism
- **G7/G6:** Develops strategy and channels that will improve employee engagement using best practice, instils clarity of purpose in a team

## Key responsibilities



What will the individual be accountable for - denotes **good performance (max 6-8 summary points)**

Core (capture in all):

- Gathering insight and evaluate all activity to deliver impactful communications, that supports behaviour change
- Ensuring internal alignment with external messaging

Group responsibilities – which applies?:

- Corporate, policy or operation focused
- Executive Board level focus (Permanent Secretary and DGs/CEs)
- Senior leadership engagement
- Staff/employee engagement
- Departmental corporate priorities – news
- Change management
- Campaigns, vision, values, priorities
- Channel management
- Product development
- Support professionalisation of internal comms and IC excellence

## What we do



Summarise your departmental /agency strategic priorities.

Workforce, employee numbers, no. of locations, **any significant characteristics e.g. directly employed - your target audience** for the role - reaching them is the primary challenge, so reinforce the need for engaging communications, including through digital platforms.

Reinforce how the function is an integral part of the communications mix/directorate.

## Competencies



**A maximum of 6 competencies** that will also be reflected in recruitment adverts.

**4+2:** Use the 4 [GCS core competencies](#) [Insight - Core, Ideas - Core, Implementation - Core, Impact - Core] to maintain Internal Communications as a profession, plus 2 Civil Service Competencies.

Role is open to talented communicators (not just ICs), those that can provide evidence of their suitability. Competencies, experience and skills acquired from work in other communication disciplines are highly transferable to the Internal Communications discipline.

## Essential experience, skills

### Personal Impact

- Strong planning, organisational, people, networking and relationship skills
- Excellent written and oral skills
- Can work under pressure, manage competing priorities, and changing deadlines

## Internal Communications team and its ambition



Becoming trusted advisors on communications in the organisation working in direct partnership with leaders to engage staff in delivering departmental priorities, and support organisational and cultural change.

Building the four 'Engage for Success' enablers (Vision and leadership; engaging managers; hearing staff voice; and organisational integrity 'doing things right') into everything we do, through tangible solutions that add value.

## Essential experience, skills

- Able to influence senior leaders, stakeholders, build constructive alliances
- Able to analyse and use qualitative, quantitative data effectively
- Uses fresh thinking, creative ideas turning complex information into clear proposals and engaging content for audiences
- Evidence of innovation, creating great digital content (or creative flair)
- Understands the organisation's policy and political context and follows external developments affecting the organisation

### Knowledge

- Understands Internal Communications and employee engagement best practice
- Understands internal communications channels – traditional and digital
- Understands behavioural change programmes
- Experience in designing or implementing communication strategies/campaigns (or equivalent experience)
- Knowledge of digital & social media tools; how these can be used to connect communities & positively influence engagement

### Skills (specify what applies, e.g.)

- Coaching, counselling, diplomacy, tenacity curiosity, customer relationships, decision-making, copywriting, proofing, editing, creativity, web based technology.

## Role primary purpose



It is about internal communications and engagement – what is the emphasis:

- **Strategy**, insight, applied psychology, narrative ('story') development (linked to business priorities)
- **Planning** (initiatives, campaigns)
- **Delivery** (products and channels)

Say if role is stretching, demanding – is it designated as a **business critical role** or would meet a **talented individual's development needs?** [Submit JD to GCS Professional Development team].

## Professional development opportunities

Expected to take or be able to demonstrate personal responsibility for their own development, participate in L&D skills development sessions.

Opportunity to develop core and specialist communications skills and expertise e.g. digital media, that are highly transferable, and will work to the GCS Competency Framework, and Civil Service Competency Framework through personal development plan created in conjunction with your manager.

See the [Career Pathway for Internal Communicators](#).

Access to resources and tools: [IC Space](#), GCS Networking events, Civil Service Learning.

Opportunity to work closely with colleagues in other GCS disciplines: Strategic Comms/ Campaigns, Media Relations, Digital, and get involved in cross-government projects.

