

1. Job details	
Job title	Internal Communications Officer
Salary band	4
Accountable to	Internal Communications Manager

2. Job summary
The post-holder will help implement the tactics of the St John Ambulance internal communications strategy. They will be required to advise and support departments so they can communicate better internally using our current channels. There may be work on some stand-alone projects, such as reviewing data and improving specific channels. Ultimately the ICO will be helping the organisation achieve its objectives so that fewer people suffer for a lack of first aid.

3. Main duties and responsibilities	
1	Meets with departments to determine their internal communications needs, recommending plans, advising on channels, reviewing and producing copy, and supporting that team in delivery of their project
2	Contributes to the team calendar of activity so that there is a clear process for internal communications projects and so the entire team is aware of ongoing and proposed work
3	Leads on stand alone projects which will significantly improve an aspect of the way we communicate internally, eg. email lists, intranet development, working with key stakeholders to reflect the needs of the organisation, coming up with recommendations, working with cross-organisation teams and subject matter experts, dealing with difficulties, communicating updates on the project and seeing the project through to completion
4	Manages content submissions through our intranet, supporting the team of content chairs so they produce appropriate content
5	Ensures every piece of work can be measured and evaluated so effectiveness can be analysed and improvements made
6	Perform any other duties commensurate with these responsibilities, the band of the post and skills and qualifications of the post-holder.

4. Person specification			
This is a specification of the experience, skills etc. that are required to effectively carry out the duties and responsibilities of the post (as outlined in the job description) and forms the basis for selection.			
Requirements	Essential and desirable criteria		Method supporting assessment
	E	D	
Education and qualifications			
Educated to GCSE level or equivalent (inc. Maths and English) (Grades A-C)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Educated to degree level	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Application form/interview
Relevant professional qualification accredited by the CIPR, CIM or equivalent	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Application form/interview
Experience			
Relevant experience or training and a track record of success	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Proven experience of success in internal communications	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Experience in writing and editing complex material into a corporate style based on principles of plain English	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Experience in writing persuasively for a number of audiences with different interests and levels of literacy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Experience of working in a large organisation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Application form/interview
Skills, knowledge and abilities			
Excellent interpersonal skills with ability to communicate effectively at all levels	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Ability to use Microsoft® applications at intermediate level	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Excellent verbal and written communication skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Team working	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Ability to influence stakeholders across the organisation, including senior management	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Ability to develop a detailed communications campaign based around clear business objectives	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Ability to prioritise busy workload and time manage	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Motivation			
Ability to work on own initiative	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Willingness to attend events that may be outside office hours and travel nationwide if required	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Application form/interview

This job description is intended as an outline indicator of general areas of activity and will be amended in light of the changing needs of St John Ambulance. It is expected that the post holder will be as positive and flexible as possible in using this document as a framework.

Initials: ES	Date of preparation: 10/03/14
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