



**Job Profile and Working for Stockport Council**

Our Council

Our employees are our **greatest asset**. We’re proud of the way we provide vital frontline services every day and work together, as **one team.**

Our 4 **core values** as shown above, run through everything that we do, and we aim to stay **true** to them regardless of the challenges that we may face.

To **support** our values, we have policies, guidance and procedures around health, safety and welfare, customer care, emergency planning and security that all our **colleagues** are adhering and working to.

We also **pride** ourselves on our commitment to wellbeing and inclusivity of our colleagues and residents.

You can find out more about working for Stockport Council and some of the benefits that we offer our employees at https://greater.jobs/locations/stockport/

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| **Role:**  |  | Communications Lead - Internal Communications and Workforce Manager  |
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| **Service Area:** |  | Communications and Marketing  |
|  |  |  |
| **Directorate:** |  | Corporate and Support Services |
|  |  |  |
| **Salary Grade:** |  | MB4  |

**About the Job**

**Main Purpose of the Job**

You will be responsible for leading, delivering and driving forward the council’s internal communications strategy, working closely with HR and organisational development colleagues, to council colleagues in line with the council’s vision, values and ambitious Stockport positioning and the One Team People Plan.

You will play a key role in shaping our programme of internal communications and channels recommending the best course of action to produce targeted effective communication for different purposes, across different workforce segments.

You will support and advise colleagues across the council to plan and deliver high quality targeted internal communications content.

This role is politically restricted.

There is a contractural requirement for this role to form part of the On Call Communications Rota – which operates Saturday, Sunday and Bank Holidays from 8am to 8pm. A standby allowance is paid for each shift £32.81 (as at 1 April 2023). The postholder will be on the rota approx 6 weekends a year

**Key Responsibilities**

You will work across the organisation to ensure our mission, vision and brand values run through everything we do, empowering colleagues to communicate and share knowledge effectively to increase the impact of everything we do.

Effective management of the Internal Communications and Engagement Officer Officer (1 FTE) and its channels (online and offline) and output

Delivering effective internal communications for the workforce via various channels

Working with IT and Organisational Development teams you will develop and enhance the intranet to ensure the optimum employee experience

Creating high-quality written materials, concepts and advice, specifically articles, blogs, news releases and social media copy for colleagues and councillors

Work closely with the Chief Executive to advise on leadership communications

developing a good relationship with our corporate management team, colleagues, members and local partners.

Leading the creation, design, implementation and evaluation of compelling internal communication campaigns, content and engagement events to help the council become an organisation where people are proud to work linking in with our corporate values and ensuring colleague voice is heard and shapes the culture of our organisation.

Providing strategic advice to senior leaders and to teams across the council to deliver high quality communication in a timely, appropriate and consistent manner.

Delivering best practice creative content that engages our diverse audience. Review your own and others content to ensure it is well written, accurate and free from mistakes.

Evaluating the success of your campaign work, seeking new ways to draw people in through knowledge of emerging trends in internal communication. Balance the needs of multiple high-level projects and events

Work closely with the HR and recruitment team to further enhance the employer brand and deliver the One Team People Plan

Own and maintain the corporate calendar and plan for all internal communication activity, ensuring it is tracked and managed efficiently in a timely manner and is appropriate for the target audience.

Liaising with external designers and printers as and when required to produce marketing materials and collateral in line with brand guidelines

To work positively and inclusively with colleagues and customers so that the Council provides a workplace to deliver a service that does not discriminate against people on the grounds of their age, disability, gender reassignment, marriage, civil partnership, pregnancy, maternity, race, religion, belief, sex, or sexual orientation.

To fulfil personal requirements, where appropriate, with regards to Council policies and procedures, standards of attendance, health, safety and welfare, customer care, emergency, evacuation, security and promotion of the Council’s priorities.

**Additional Information**

The responsibilities set out in this document, in the advert and any additional information are intended to provide a flavour of the work you will carry out. It is not possible to include everything you will be asked to undertake, and we expect all colleagues to work flexibly according to business needs and to enhance your own development. Your skills, abilities and training needs will be taken into account and discussed with you when any significant changes to your role are needed. In line with our flexible approach you may be required to work from home for a proportion of your time or from any of the Council's sites across the borough.

The Council is an inclusive employer and holds the Disability Confident and Armed Forces Covenant accreditations. If you have a disability, we will support you by implementing reasonable adjustments to enable you to perform your role.

**About You**

Please use your application to tell us how well you meet the criteria listed below as these are the key skills, experience, technical expertise and qualifications needed to be successful in the role. We will then use all the information you provide in your application to help us decide whether you are shortlisted for interview. Any interview questions or additional assessments such as tests or presentations may also be broadly based on these criteria:

* Working to the Council’s values and behaviours by:
* Keeping the people of **Stockport** at the heart of what we do
* Succeeding as a **team**, collaborating with colleagues and partners
* Driving things forward with **ambition**, creativity and confidence
* Showing value and **respect** to our colleagues, partners and customers.
* Qualified to graduate and/or full professional level in Public Relations and/or Marketing and/or Communications or equivalent professional experience.
* Experience of operating in fast-moving and demanding corporate communications, marketing, media and/or political environment.
* Excellent written communications skills, including the ability to write concisely, accurately and in an engaging way for a variety of audiences.
* Enhanced interpersonal skills, with excellent ability to verbally communicate, negotiate and build relationships with people.
* Experience of expert advice to senior staff and managing internal communications on sensitive or challenging issues
* Experience of working with internal clients to develop marketing campaigns and/or communications strategies to deliver objectives/key messages.
* Experience of developing innovative internal communications campaigns to improve outcomes for the workforce, including the use of audience insights and effective targeting.
* In-depth knowledge of marketing and/or communication campaign research, KPI setting and evaluation best practice, including to enact behaviour change in line with corporate values.
* Self-motivation and ability to deal with a demanding personal and team workload, and deliver consistently to deadlines
* Ability to work flexibly and creatively as part of an effective team
* A clear understanding of the purpose of effective communications within a large organisation and the ability tell a story and take colleagues on a journey
* Experience of working in a communications role within a large and complex organisation, transforming technical information into engaging communications.

**Desirable**

* Knowledge of local authority decision-making processes and the role of elected members
* Experience of managing crisis communications
* Experience of working in a political and/local authority environment