



Job Profile and Working for Stockport

Stockport
team
ambition
respect

Stockport

to keep the people of Stockport at the heart of what we do.

Team

to succeed as a team, collaborating with colleagues and partners.

Ambition

to drive things forward with ambition, creativity and confidence.

Respect

to value and respect our colleagues, partners and customers.

Our Council

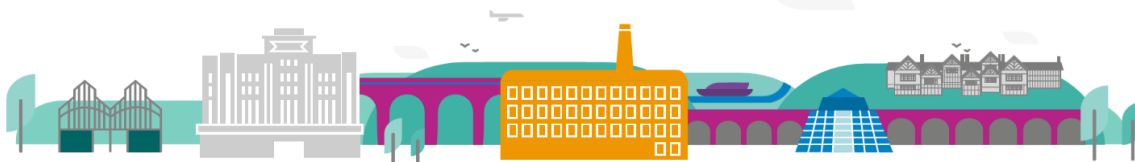
Our employees are our **greatest asset**. We're proud of the way we provide vital frontline services every day and work together, as **one team**.

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/>



About the Job

Role:	Internal Communications and Engagement Officer
Service Area:	Communications and Marketing Team
Directorate:	Corporate and Support Services
Salary Grade:	Scale 6

Main Purpose of the Job

The Internal Communications and Engagement Officer is responsible for supporting the Internal Communications Manager with communicating and engaging the workforce on council priorities and corporate values in line with our tone of voice and brand guidelines.

The role involves:

- Supporting the Communications Lead (Internal and Workforce) and HR and OD partners to design, develop and implement the internal communications and engagement strategy and action plan.
- Developing and delivering creative internal comms campaigns to support the council's priorities, priorities and culture. Areas of focus include strategic engagement, EDI and wellbeing.
- Taking a proactive approach to internal communications, sourcing content from business areas across the organisation and sharing it across a range of channels, digital, in-person, video and written.
- Identifying and maximising opportunities to drive a two-way dialogue at all levels, including running colleague listening sessions.
- Supporting the HR and recruitment team with employer brand work.
- Responsible for delivering internal events including colleague awards and roadshows to ensure they run effectively and efficiently.

There is a contractual 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.

Key Responsibilities

- Working with the Communications Lead (Internal and Workforce) Internal Communications Manager to deliver engaging communications to the workforce and make sure content is regularly updated, including contributing to weekly Chief Executive emails, colleague newsletters, intranet, directorate



newsletters, all colleague briefings and directorate briefings.

- Developing and delivering engaging internal communications campaigns across a range of channels.
- Planning, creating and sending our internal email newsletters using our email marketing tool
- Producing creative powerpoint slides, talking points and other forms of information for the Chief Executive and members of the Corporate Leadership Team
- Advising on the most appropriate way to communicate messages to the workforce, advising colleagues at all levels – including leaders - on the most effective channels and narrative.
- Assisting and supporting the planning, delivery and evaluation of workforce engagement events and advising on the most appropriate way to engage colleagues.
- To be able to film and edit quick videos to be used internally (and commission videos where necessary) and to bring your content to life and to increase engagement
- To compile reports on evaluation of internal comms campaigns for senior management
- Liaising with external designers and printers as and when required to produce marketing materials and collateral in line with brand guidelines
- To work as part of a team but also able to work independently
- 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.
- You can work collaboratively with colleagues from other disciplines in multidisciplinary teams.
- You'll have experience of creating engaging and written content on various programmes and work areas aimed at different workforce audiences
- You'll have experience of implementing internal communications and engagement strategies with measurable results
- You'll have experience of delivering creative campaigns to support an organisations priorities and corporate values in line with brand guidelines
- You'll have effective interpersonal skills working with colleagues to achieve positive outcomes
- You can develop and maintain effective working relationships, especially with senior leaders.
- You're self motivated and able to work well with ambiguity
- You'll have analytical skills with the ability to interpret information and identify inaccuracies.
- You'll have excellent oral and written communication skills with a confident presentational style.
- You'll work effectively in a team, but also have the drive and autonomy to work alone.
- You'll have organisational skills and knowledge and understanding of internal communications and engagement
- You can manage own workload effectively and take responsibility for your own development