**ROLE PROFILE**

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| **Role Title:** | Internal Engagement Adviser | **Leadership level:** |  |
| **JRN:** | 20387 | **Job family:** |  |
| **Band:** | 8 | **Location:** | Agile |
| **Allowances:** | As per contract | **Politically restricted:** | No |
| **Department:** | Communications & Engagement | **Vetting level:** | RV |
| **Reporting to:** | Senior Internal Engagement Advisor | **Date published:** | September 2022 |
| **Posts responsible for:** | None |
| **Part A – Job Description**  |
| **Overall purpose of the role:** |
| Working closely with the Senior Internal Engagement Advisor to deliver engagement activity that aligns to our Internal Engagement Strategy to ensure that people are informed, engaged and enabled to deliver an effective policing service. Develop and design internal campaigns across the Forceto strengthen the connection our people, have to their work, colleagues and to the organisation.  |
| **Key responsibilities of the role:** |
| **1** | Lead and has the responsibility of the design and implementation of internal communication and engagement plans that support our strategic narrative. Plans will evidence targeted interventions that will drive engagement in specific business directorates. |
| **2** | Take a forward approach to internal communications, proactively sourcing content from business areas across the organisation and sharing it across a range of channels, digital, face-to-face and written, including production of written and visual materials. |
| **3** | Maintain a collaborative and consultative approach to develop our workforce transformation communications, to interpret and communicate the key benefits and help embed a positive culture to change. |
| **4** | Design and build internal content material to ensure effective and efficient workforce communication at all levels of the organisation and be able to evaluate the impact. |
| **5** | Understand and translate technical information and develop key messages that enables, engages and informs that supports operational policing and our enabling services to deliver effective communications. |
| **6** | To influence senior leaders and departments, through building strong relationships advising on the correct tactics to use when delivering corporate messages and support them in the structure of their message. |
| **7** | Design and deliver creative content using a range of tactics including written content, video’s, podcasts and blogs to engage the range of audiences across the Force. Provide timely and detailed creative briefs to our Creative department to support the delivery of successful engaging communications.  |
| **8** | Developing strategic corporate content and internal news that is delivered on the intranet and ensure messages are targeted using the platform.  |
| **9** | Gather and utilise employee feedback through a variety of mechanisms, including the use of analytics to measure engagement through our channels and use insight to continuously improve.  |
| **10** | Working collaboratively with business areas to plan and deliver specific internal communications campaigns around Diversity, Equality and Inclusion, health and wellbeing, staff rewards, promotions, appraisal cycles among others that supports our wellbeing and people plan. |
| **11** | Assisting with the delivery and reporting on staff surveys and apply the relevant information from the same to improve internal communications and engagement. |
| **Part B – Scope of contacts**  |
| **Internal / External relationships:** |
| **Internal:** Regular contact with Heads of Departments, Area Commands, Senior Management Teams and lead for Force Projects including transformation.**External:** Internal comms partners fromother organisations. Engagement companies or comms agencies for contract opportunities. Partner agencies, media and Press. |

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| **Part C – Competencies and Values**  |
| **Northumbria competencies and values framework (NCVF)** |
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| **Part D – Continuous Professional Development (CPD) role 6 months**  |
| **First 6 months** |
| 1 | Diversity, Equality and Inclusion foundation training |
| 2 | Training on force computer systems including the intranet and social media platforms. |
| 3 | Media Law training |
| 4 | Video editing training |
| **12 months and beyond** |
| 5 | National police communicators course. |
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**Part E - PERSON SPECIFICATION**

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| **Criteria** | **Essential** | **Desirable** | **How to be assessed** |
| Qualifications, knowledge and experience | Experience of delivering communication and engagement plans in a similar role.Excellent written, oral, presentational and interpersonal skills.Experience of delivering effective and innovative internal campaigns.Experience of delivering a range of content through different channels. This includes video, blogs, newsletters, storytelling and intranet.Be able to create, shoot and edit creative and engaging content for digital channels. | At least 3 years plus experience of working at this level or relevant degree.A background and experience of working in a busy communication and engagement environmentGood awareness of industry best practice in internal communications and engagement.Understanding of media law.Knowledge of policing and current related issues.A good understanding of platforms for internal engagement. | Application/interview/CPD |
| Planning and organising | To deliver communication and engagement plans to timescales.To be able to coordinate messaging that supports the internal engagement strategy plans. | To be able to provide content that is of high quality and meets the needs of the Force whilst working in a fast-paced environment. | Application/interview/CPD |
| Problem solving and initiative | Ability to take initiative and be proactive. | Experience of introducing new platforms to improve engagement opportunities. | Application/interview/CPD |
| Management and teamwork | To work collaboratively, share ideas to support effective internal communications. | Experience of both internal and external stakeholder relationship management. | Application/interview/CPD |
| Communicating and influencing | Excellent written and oral communication skills.A clear attention to detail to ensure all communications are clear and concise. | Proven experience of internal stakeholder relationships. | Application/interview/CPD |
| Other skills and behaviours | To achieve relevant level of vetting.Able to deal discreetly with matters of a sensitive or confidential nature.Prepared to work unsociable hours to support engagement activity – when required.Excellent computer literacy with a proven knowledge of intranets, adobe creative suite, particularly Premier Pro and Microsoft 365 packages to support internal communication and engagement plans.Demonstrates an understanding of diversity, equality and inclusion.To support internal and external demand during major or critical incidents, supporting the Engagement Manager and the Media & Communication Manager in the 24/7 operational response.Must have the capability to travel to different locations across the Force area to undertake all assignments in a timely manner. Due to the requirement to work flexibly, unsocial hours and personal safety for lone working; public transport may not be available or suitable at these times. For this reason, a full UK driving licence is considered essential. |  | Application/interview/CPD |