

<b>Job Title:</b>	Senior Communications Executive – Internal Communications & Engagement Pay & Reward	<b>Reporting to:</b>	Communications Lead – Internal Communications & Engagement
<b>Grade</b>	N	<b>Posts/Team reporting to this role:</b>	
<b>Pillar/Function</b>	Chief Executive	<b>Role Profile Reference</b>	ENN15v2

**Reporting Structure**

This role reports into the Communications Lead – Internal Communications & Engagement and is integral to delivering high quality staff communications and engagement related to the Pay and Reward project.

**Role Overview**

Swindon Borough Council (SBC) aspires to be one of the most innovative local authorities in the country and is undergoing significant transformational change in order to deliver on an ambitious vision for place.

Our pay and reward project is one of the most complex and significant projects undertaken by SBC for several years. The purpose of this role is to lead on the planning, development, delivery and evaluation of engagement and communication activities for the project, which help colleagues and other stakeholders understand why we’re making the changes, what it means to them and when they will happen.

**Role purpose & accountabilities:**

- Responsible for planning, developing and evaluating a range of staff communications and engagement activity related to the Pay and Reward project.
- Write clear, engaging and Plain English content for a range of internal communications channels that demonstrate a thorough understanding of our staff audience.
- Deliver the Pay and Reward communication and engagement campaign based on the OASIS model where there is clearly identified objectives audience, strategy, implementation and scoring (evaluation).
- Communicate with and develop good working relationships with a range of people including the pay

and reward project team, senior managers and directors

### **Knowledge and Experience**

- Knowledge, skills and experience of taking a strategic approach to communications for a change programme – developing and managing a community engagement and/or internal communications strategy that has made a measurable difference to clearly defined objective
- Knowledge, skills and experience using digital tools and channels to deliver communications activity.
- Knowledge, skills and experience of putting audience insight and feedback at the heart of communications activity, using this to shape content, messaging and channel selection
- Excellent written and verbal communication skills with ability to adapt style to audience
- Ability to build and maintain constructive relationships with a wide variety of external and internal stakeholders
- Ability to help internal stakeholders define their communication needs and advise them on most effective messages and channels
- Experience of gathering, analysing and applying audience insight to develop and continuously improve staff communications and engagement activity
- Excellent attention to detail, project management and proof reading skills
- Understanding of internal comms channels and communication technologies
- Ability to work independently and drive forward projects and campaigns using own initiative

### **Statutory and or Qualifications required for this post:**

Relevant degree or equivalent qualification eg, NCTJ or equivalent experience.

### **Key Competencies:**

- Ability to develop creative ideas and editorial across all forms of communication and editing input for a range of platforms.
- Ability to write effectively for a range of audiences and communication channels.
- Developed communication and interpersonal skills in order to interact effectively with a range of clients/ stakeholders and create and maintain effective working relationships.
- Strong problem solving skills with the ability to anticipate problems and resolve issues independently, and make sound, pragmatic decisions.
- Ability to manage and prioritise workloads effectively in response to changing demands.

- Excellent literacy and numeracy skills in order to understand and interpret research data and customer feedback and present analysis in the most appropriate way.

**Contacts and Relationships**

- Communications Team, Pay and Reward project team, Director for People, Customer and Organisational Resilience, Chief Operating Officer.
- Managers and staff across the Council

**Other Key Features of the role**

(working environment / emotional / conditions i.e. regular outside work, unpleasant or hazardous conditions, practical demands such as standing, carrying or working in constrained positions, potential verbal abuse and aggression from people, or risk of injury).

- Resilience and adaptability – ability to collaborate effectively with staff at all levels of the organisations and secure timely and constructive contributions to the delivery of communications work.
- Self-driven, confident and able to work using own initiative – able to constructively challenge and provide authoritative advice to colleagues, find and implement creative and innovative solutions to communication challenges and requirements.
- Some out-of-hours working may be required (e.g. attending meetings and events).

Board Director	
Signature:	Date