



JOB DESCRIPTION QUESTIONNAIRE (J.D.Q.)

HMI CATEGORY CODE:

DIRECTORATE:

Deputy Chief Constable

AREA/DEPT:

Corporate Support & Development

FAU:

SECTION:

News & Communication

JOB TITLE:

**INTERNAL COMMUNICATIONS
OFFICER**

REPORTS TO:

Internal Communications Manager

CURRENT RANK/GRADE:

E

DATE:

March 2020

1. **JOB PURPOSE:** (Briefly state your job's overall objectives. To.....")

Under the direction of the Internal Communications Manager, plan, deliver and evaluate internal communications, to support the force in delivering its priorities.

2. **PRINCIPAL ACCOUNTABILITIES:**

(Describe the important end results you are expected to achieve).

- a) Plan and deliver internal communications (IC) activity within the force, to ensure the provision of an effective and efficient IC service, under the direction of the Internal Communications Manager.
- b) Deliver content for all force internal communications channels as required, interviewing staff or stakeholders as appropriate to ensure that material is engaging and accurate.
- c) Assist with the ongoing development of the intranet.
- d) Advise on and plan the content and production of information in a variety of formats to ensure messages are communicated effectively and consistently to all members of staff.
- e) Complete customer research and insight to ensure that the force captures, understands and acts on staff satisfaction and perception data, using this to support current and future priorities.
- f) Complete collection and analysis of data to assist with the ongoing development of all internal communication channels and to suggest new ways of working to better meet the needs of the organisation.

- g) Keep up to date with effective methods of internal communications within the public and private sectors to ensure Merseyside Police benefits from best practice.
- h) Film, edit and produce short videos to assist with internal messages, as well as taking photos where required for internal materials including the intranet.
- i) Deliver an effective portfolio of internal communication channels through continual processes of evaluation, review and identification of channel development and improvement and understanding customer insight and needs
- j) Provide internal communication support and advice to strands, to allow them to effectively implement strategies within their area of responsibility.
- k) Ensure a corporate style and identity is used appropriately throughout the force.
- l) Maintain positive and pro-active relations with partners, interest groups and networks to enhance the image and reputation of Merseyside Police, identify opportunities for collaboration, share best practice, influence communications activity and developments and share customer insight information.
- m) Be accountable for all Health and Safety issues, to include risk assessment, pertaining to the post-holder's area of responsibility in order to fulfil the statutory obligations of the Health and Safety at Work Act 1974.

3(a) KNOWLEDGE AND EXPERIENCE:

(What kind of knowledge, skills and experience are necessary to enable satisfactory performance in the job and why are they necessary?).

Previous experience of developing and delivering effective internal communications in a large organisation.

Experience of using and evaluating data and recommending improvements to communications activity and channels.

Experience of working with a wide range of internal communication channels including online, print and face to face and ensuring an integrated approach to internal communications.

Strong all-round communication skills, especially writing, editing, verbal and

presentations skills with keen attention to detail.

Good interpersonal skills, including the ability to liaise and communicate with colleagues at all levels of seniority.

Ability to summarise complex information in clear, non-specialist language.

Must have a strong creative ability with good basic design sense of printed and online communication, with a sound knowledge of branding.

Experience of working successfully with cross discipline teams and able to work collaboratively in a team environment to make sure all activity is integrated and avoids duplication.

Good organisational skills, the ability to work to strict deadlines and capable of working in a pressurised environment.

Ability to think laterally and contribute to problem solving.

Well-developed analytical and project management skills, with a passion to learn about emerging advancements in all aspects of internal communications.

Post-holder should have the ability to develop internal communications plans and present them to senior leaders.

Computer literate with a working knowledge of Microsoft and other relevant packages including SharePoint and Office 365

Experience of working with, influencing and advising senior members of a large organisation on communication issues and how to translate organisational policy into effective internal communications for the organisation.

3(b) (Does your post require any Police Powers, and if so what are they, and why are they necessary?)

No

4. RELATIONSHIPS:

(a) Supervisory responsibilities:

N/A

(b) Supervision Received:

The post-holder reports directly to the Internal Communications Manager but is expected to work with minimal supervision. The post-holder will be expected to work directly with senior and chief officers,

including the Chief Constable as and when required.

(c) ***Other Contacts:***

(i) ***Within Merseyside Police:***

Regular contact with Chief Officers, Local Policing leads, departmental and strand heads and officers/staff of all ranks and grades within Merseyside Police to provide advice, guidance and support on all aspects of internal communications.

(ii) ***Outside Merseyside Police:***

Regular contact with local agencies, key opinion formers; leaders in local partnerships and business leaders; local authorities; Office of the Police and Crime Commissioner, other forces; creative agencies, printers and photographers regarding communications issues.

Frequent contact with suppliers to ensure that all services provided correspond with the force's expectations and requirements.

5. **CONTEXT:**

(a) ***Operating Environment:*** (Services provided, work patterns, who are the customers).

The post-holder will be required to have contact with Chief Officers, senior managers and staff at all levels of the organisation and provide a central point for internal communications within the Force, providing advice and ensuring communications activities are managed and developed effectively.

The post-holder works within the Force Flexible Working Hours policy. The pattern of work is broadly Monday to Friday. The post-holder needs to be flexible to meet any exceptional demands placed on the force or the department.

(b) ***Framework and Boundaries:*** (Policies and procedures which affect you and how these can be changed).

A wide range of local and national policies and developments, which will be subject to constant change.

(c) ***Organisation:*** (For each type of post that reports directly to you, outline below the posts overall responsibilities).

No

6. DIMENSIONS: (Indicate in quantitative terms, key areas on which your job has an impact).

Financial: N/A

Staff: N/A

Other: To develop and maintain positive two-way communication with internal customers.

7. JOB CHALLENGES: (Describe the most challenging or complex parts of your job).

Manage the work and expectations of the force to support priorities. There is a need to continually reprioritise work, whilst maintaining the support to key stakeholders.

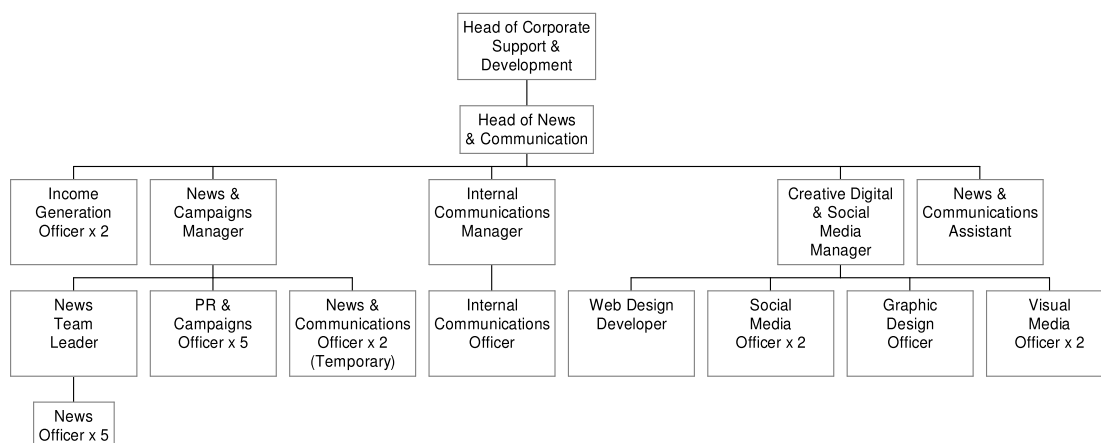
Improve standards of internal communications within the force.

8. ADDITIONAL INFORMATION:

(Provide any further information, not included in your previous answers, which you consider would assist others to achieve a better understanding of your job).

9. ORGANISATIONAL STRUCTURE:

(Draw an organisational chart of your Department / Section, indicating the position of your post within it).



10. AGREEMENT OF QUESTIONNAIRE CONTENT:

(Please sign when completed)

POSTHOLDER'S NAME:

(Please print in block capitals)

POSTHOLDER'S SIGNATURE:

Date:

Extn

MANAGER'S NAME:

(Please print in block capitals)

MANAGER'S SIGNATURE:

Date:

Extn