

## Our Purpose

Working together to secure a thriving future for the railway and for the communities we serve

## Your Role: Communications Officer

### Your Purpose:

In this role, you will support the development and delivery of high-quality communications across the Communications & Stakeholder Team. You will help plan, produce and deliver timely, accurate and engaging communication materials tailored to the needs of our customers, colleagues and stakeholders.

You will work closely with the Strategic Communications Manager and colleagues across the team to deliver communications projects linked to major programmes, service changes, performance storytelling and business priorities. You will also support the planning and execution of communications campaigns, providing clear content, strong coordination and reliable delivery.

This role plays a key part in ensuring we communicate clearly, consistently and in ways that strengthen trust, understanding and connection with the people we serve.

### Your talents

- ✓ **You make complex things clear** – Skilled at turning information into engaging, accessible communications.
- ✓ **You care about audiences** – You understand what customers and colleagues need and tailor content accordingly.
- ✓ **You're organised and collaborative** – Comfortable working across teams and managing multiple tasks at pace.
- ✓ **You deliver with pride** – You take ownership, meet deadlines and produce highquality work.
- ✓ **You're curious and proactive** – Keen to learn, ask good questions and improve how we communicate.
- ✓ **You're a team player** – Always ready to support colleagues and contribute to shared goals.



## Your Responsibilities & Accountabilities

- ✓ Support delivery of communications plans and projects across the Communications & Stakeholder Team.
- ✓ Develop clear, accurate and engaging content for a range of channels, including customer communications, internal updates, digital content, briefing materials and stakeholder information.
- ✓ Help plan and deliver customer-facing communications for service changes, blockades, engineering works and operational events.
- ✓ Assist in drafting messaging, Q&As, infographics, notices, web updates and social content.
- ✓ Work closely with subject matter experts to gather information, check accuracy and ensure clarity.
- ✓ Provide project support, including planning, scheduling, coordinating approvals and tracking progress.
- ✓ Responsible for print, production, and delivery of essential Southeastern collateral at stations, e.g. customer information posters for engineering works, marketing, and comms messaging plus customer leaflets, maps and timetables (when relevant).
- ✓ Maintain strong editorial standards across all outputs, ensuring consistency with tone of voice and brand.
- ✓ Support measurement and evaluation of communications activity, using insight to learn and improve.
- ✓ Assist with incident or crisis communications where required, helping ensure timely, reliable updates.
- ✓ Build effective relationships with teams across the business, including Operations, Customer and Network Rail partners.
- ✓ Support the wider Communications & Stakeholder function with general team administration, content planning and delivery.

## What we trust you to do – (Authority to Act)

- ✓ Draft and deliver communications materials across channels, ensuring accuracy and alignment with agreed messaging.
- ✓ Coordinate content and delivery for communications projects, escalating issues appropriately.
- ✓ Make informed recommendations on tone, clarity and audience needs.
- ✓ Manage day-to-day tasks independently, balancing competing priorities effectively.

ensuring

## Our ways of working

- ✓ **We think what if**  
Listen, Learn, Improve
- ✓ **We show we care**  
We look out for people. We do what we can to help.
- ✓ **We make great things happen**  
Keep it simple



Approved by:

Date:

