|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| A | **Post Details** | | | |
|  | Job Title: | Internal Communications Officer | Function: | Communications & Publicity |
|  | Location: | 4 More London/hybrid | Unique Post Number: | FML/B/012 |
|  | Reports To: | Senior Internal Communications Manager | Grade: | ASG |
| B | **Purpose of the Job**  Develop and deliver timely and relevant internal communications content, plans and tactics across Southeastern’s channels as part of an internal communications strategy.  Work with colleagues across the business to ensure communications reflects the company’s vision, mission, values, purpose and tone of voice and support colleague engagement. | | | |
|  |  | | | |
| C | **Principal Accountabilities** | | | |
| C1  C2  C3  C4  C5  C6  C7  C8  C9  C10 | Deliver elements of the IC strategy and plan as directed, ensuring that all internal comms activity underpins and increases understanding of our vision, mission and values, corporate strategic objectives, activities and narratives.  Manage, develop and provide content for the company’s Sharepoint intranet and news channel, Ensure all content is people-focused, clear, consistent and appropriately targeted. Produce reports to measure channels and ensure they are meeting their objectives.  Support the development of new internal communications channels and produce people-focused and engaging content as required.  Manage and arrange corporate photography and filming shoots for internal use.  Support the delivery of events (such as the management forums, roadshows).  Work with third party suppliers to develop and deliver communication materials.  In the event of an emergency, assist the Senior Internal Communications Manager and Head of Communications and Publicity in delivering the agreed emergency comms strategy and actions.  Participate in ‘on call’ out of hours press office rota.  Develop and maintain effective working relationship with counterparts and colleagues at Network Rail and other Train Operating Companies  Any other duties as directed by the Senior Internal Communications Manager. | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| D | **Safety Responsibilities** | | | | |
| D1 | This post is required to undertake SAFETY CRITICAL WORK | Yes |  | No | X |
| D2 | This is a KEY SAFETY POST | Yes |  | No | X |
| D3 | This post requires SECURITY CLEARANCE | Yes |  | No | X |
| D4 | The job requires competence in PERSONAL TRACK SAFETY | Yes |  | No | X |
| D5 | This job has SPECIFIC SAFETY RESPONSIBILITIES (if Yes see section D6 below) | Yes |  | No | X |
|  |  | | | | |
| D6 | The post holder has the following specific safety responsibilities: | | | | |
|  | Carrying out Planned General Inspections of the following locations:   * [list locations or delete if not applicable] | | | | |
|  | Acting as Fire Precautions Manager for the following locations:   * [list locations or delete if not applicable] | | | | |
| E | **Decision making Authority** | | | | |
| E1 | What, when and how to communicate messages internally. | | | | |
| F | **Most Challenging and/or Difficult parts of the role** | | | | |
| F1  F2  F3 | Managing several projects at a time, working to tight deadlines and in a sometimes-pressured environment.  Communicating complex, difficult messages in a simple, effective, positive way.  Influencing other departments regarding communication methods. | | | | |

|  |  |
| --- | --- |
| G | **Person Specification** |
|  | Southeastern aims to recruit people not just for jobs but for long term careers. We want good quality, talented people with the right attitude who will stay with us. For these reasons we look for evidence of Southeastern values in all potential staff and our existing staff looking for promotion along with the particular experience/knowledge, skills and behaviours relevant to the position applied for. These are We care passionately about people  * + we put ourselves in our passengers’ shoes to do what’s right for them   + we support our colleagues to be, feel and do their best   + we love the places we serve and do our bit for our communities and environment  We aim to be the best  * + we move with pace, we’re agile and learn from everything   + we relentlessly strive to be the best   + we are professionals with personalities  We make the difference together  * + we are answerable to each other and our passengers   + we trust each other and do what we say we will   + we are stronger together than we are as individuals   The job demands the following blend of experience/knowledge, skills and behaviours (all are essential, unless otherwise shown and will be assessed by application and/ or interview/assessment) : |
| G1 | Experience, Knowledge & Qualifications (including any specific safety training requirements) Excellent written and verbal communication skills  Excellent IT skills including Sharepoint, MS Office 365, Adobe Creative Suite (PhotoShop, Indesign, Illustrator)  Excellent interpersonal skills.  Experience of project management, time management and meeting deadlines.  Previous experience working in an internal communications role  Desirable – experience of using Poppulo email platform  Desirable - experience of managing and producing events  Desirable - understanding of print production process and design  Desirable – related degree |
| G2 | Skills (including any specific safety critical competencies) |
| G3 | Behaviours |
| G4 | **Other** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| H | **Dimensions of role** | | | | |
| H1 | Financial – Direct: | |  | | |
| H2 | Financial – Other: | |  | | |
| H3 | Staff Responsibilities – Direct: | |  | | |
| H4 | Staff Responsibilities – Other: | |  | | |
| H5 | Any Other Statistical Data: | |  | | |
| I | **Acknowledgement** | | | | |
| I1 | Prepared By: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | Date: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| I2 | Approved By (Head of Department): | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | Date: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **J** | **Job Description Briefing** | | | | | |
|  | The post holder has been briefed on and understands the requirements of this Job Description and other related documents: | | | | | |
|  | Name of post holder: |  | Signature: |  | Date: |  |
|  | Name of briefing manager: |  | Signature: |  | Date: |  |
| **K** | **Nominated Deputy for Safety requirements** | | | | | |
|  | If this is a KEY SAFETY POST (D2 in Safety Details above is YES) at least one nominated deputy must be identified. The Job Holder must ensure that the Nominated Deputy(ies) receives a copy of, and is briefed on this Job Description. If there are more nominated deputies, they should sign further copies of this Job Description. | | | | | |
|  | The nominated deputy has been briefed on and understands the requirements of this Job Description and other related documents: | | | | | |
|  | Name of nominated deputy: |  | Signature: |  | Date: |  |
|  | Name of briefing manager: |  | Signature: |  | Date: |  |