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| A | **Post Details** | | | | | | | |
|  | Job Title: | Communications Manager | Function: | Communications and Publicity | | | | |
|  | Location: | Four More London | Unique Post Number: |  | | | | |
|  | Reports To: | Senior Internal Communications Manager | Grade: MG1 |  | | | | |
| B | **Purpose of the Job** | | | | | | | |
|  | Develop and deliver a co-ordinated internal and external communications strategy and plan to support Southeastern’s objective to continuously improve the service we provide for our passengers, in particular punctuality and customer satisfaction.  The postholder will help to achieve wider awareness and deeper understanding of factors affecting our service performance, celebrating success and explaining the various challenges we face. They will play a key role in engaging Southeastern colleagues in improving how we deliver for our passengers.  Work with colleagues at both Southeastern and Network Rail to ensure communications align with our vision, mission, strategic objectives and values, and reflect the company’s tone of voice. | | | | | | | |
| C | **Principal Accountabilities** | | | | | | | |
| C1  C2  C3  C4  C5  C6 | Develop and deliver a multi-channel internal and external communications strategy to support the drive to continuously improve performance for passengers, working in partnership with both Southeastern and Network Rail colleagues.  Develop a contextualised, coherent plan and a set of consistent key messages targeted to different internal and external audiences and stakeholders. This includes repositioning the performance element of the current narrative to keep it relevant, looking at how we regularly report and celebrate achievement of our targets.  Generate engaging and informative service delivery-related content for internal and external communications channels. Including briefing notes, articles for internal and external audiences, a structured narrative and presentation materials for events and meetings, working with third party suppliers if and when required.  Provide expert communications support, advice and guidance to Southeastern and Network Rail colleagues in the Joint Performance Team, Passenger Services and more widely, including on the most effective ways to drive colleague engagement in improving performance, and communicating this effectively to passengers.  Work with the Website Manager and Brand Manager to ensure online and at-station reporting of performance information is done in a creative, transparent and engaging manner, compliant with our franchise contract.  Any other duties as directed by the Senior Internal and External Communications Managers.  Participate in ‘on call’ out of hours press office rota | | | | | | | |
| D | **Safety Responsibilities** | | | | | | | |
| D1 | This post is required to undertake SAFETY CRITICAL WORK | | | | Yes |  | No | **🗸** |
| D2 | This is a KEY SAFETY POST or nominated deputy | | | | Yes |  | No | **🗸** |
| D3 | The holder of this post is identified as a KEY SAFETY MANAGER | | | | Yes |  | No | **🗸** |
| D4 | The job requires competence in PERSONAL TRACK SAFETY | | | | Yes |  | No | **🗸** |
| D5 | This job has SPECIFIC SAFETY RESPONSIBILITIES (if Yes see section D6 below) | | | | Yes |  | No | **🗸** |
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| D6 | The post holder has the following specific safety responsibilities: | | | | | | | |
|  | * N/A | | | | | | | |
| E | **Decision making Authority** | | | | | | | |
| E1  E2 | Develop company messages and publicity material in line with business objectives  Manage external suppliers to deliver on time | | | | | | | |
| F | **Most Challenging and/or Difficult parts of the role** | | | | | | | |
| F1  F2 | Managing priorities and workload  Delivering high standard material in a demanding, high pressured environment | | | | | | | |

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| 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 and behaviours 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 areWe care passionately about our people and passengers  * + 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   We also have identified behaviours required to be successful in leading Southeastern.    The Leading Southeastern framework details **how** we should be behaving in order to drive up performance to deliver **85 by 18**.  All shortlisted candidates seeking promotion will be assessed against this framework.  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) : | | | | |
| G1G2 | Experience, Knowledge & Qualifications (including any specific safety training requirements)  * Proven track record in assisting in the development and delivery of successful integrated internal and external communication campaigns * Strong background in internal communications and engagement * Experience in planning and producing communication and publicity material * Proven ability to present complex material in a simple, understandable way * Experience of working closely and collaboratively with stakeholders to achieve objectives, challenging where necessary * Experience of project management, time management and meeting deadlines * Ability to respond swiftly to changing priorities and operational needs  Skills (including any specific safety critical competencies)  * Strong relationship building skills * Excellent copy writing and proofreading skills * Understanding of print production process and design * Excellent communication and people skills * Good PR judgement and intuition – with a good eye for a story * Strong grasp of new technology * Strong numeracy and analytical skills * Thinking and problem solving * Strategic thinking * People management * Event management * Leading project teams | | | | |
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| H | **Dimensions of role** | | | | |
| H1 | Financial – Direct: | |  | | |
| H2 | Financial – Other: | |  | | |
| H3 | Staff Responsibilities – Direct: | |  | | |
| H4 | Staff Responsibilities – Other: | |  | | |
| H5 | Any Other Statistical Data: | | Campaign measurement and analysis | | |
| I | **Acknowledgement** | | | | |
| I1 | Prepared By: | Kay Callaghan | | Date: | 16 January 2020 |
| I2 | Approved By (Head of Department): | Alison Nolan | | Date: | 16 January 2020 |

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| **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: |  |