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| A | **Post Details** | | | |
|  | Job Title: | Internal Communications Business Partner | Function: | Communications & Publicity |
|  | Location: | Four More London | Unique Post Number: |  |
|  | Reports To: | Senior Internal Communications Manager | Grade: |  |
| B | **Purpose of the Job** | | | |
|  | Work closely with the Senior Internal Communications Manager to develop and deliver a variety of communications plans, channels and messaging designed to enable understanding of and engagement with Southeastern’s business objectives, ensuring they are aligned to the business plan, mission, vision, values and purpose.  Take overall responsibility for Southeastern’s Sharepoint intranet and co-ordination of internal communication messaging and content.  As an Internal Communications business partner to the largest people functions, provide internal communications advice and guidance, and design and deliver effective internal communication plans to help business areas achieve their objectives and priorities. | | | |
| C | **Principal Accountabilities** | | | |
| C1  C2  C3  C4  C5  C6  C7  C8  C9  C10  C11  C12  C13  C14  C15 | Provide strategic advice and counsel to senior managers to help them engage colleagues and deliver change to support their business objectives, through effective internal communication plans and methods.  Develop and deliver multi-directional internal communications campaigns and plans using existing or new communication channels (including print and digital) in line with business needs and objectives.  Lead and take overall responsibility for the development and content of Southeastern’s Sharepoint intranet, mySoutheastern, liaising with colleagues across the business to ensure content is kept engaging and up-to-date. Develop new features and content.  Oversee and co-ordinate internal communications content across channels, ensuring consistency and alignment to the overall strategic narrative and priorities.  Lead on the measurement of the effectiveness of the internal communications strategy, channels and content  Lead on the development and management of new and existing digital internal communication channels  Manage and support the development of one Internal Communications Officer  Work with cross functional project teams (including with other TOCs, Network Rail and RDG) to produce internal communications plans and key messaging for joint or industry-wide programmes  Manage third party suppliers to develop and deliver communication materials and services, where needed  Plan and be responsible for the delivery of events (such as the employee awards ceremony, management forums and roadshows).  Work closely with the performance team and Network Rail to develop and deliver a Performance Comms strategy which supports On Time culture across the network.  Manage and arrange corporate photography and filming shoots for internal and external use.  Deputise for the Senior Internal Communications Manager when needed, and in the event of an emergency, assist the Senior Internal Communications Manager and Head of Communications and Publicity in taking charge of employee arrangements.  Participate in ‘on call’ out of hours press office rota.  Any other duties as directed by the Senior Internal Communications Manager. | | | |
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| 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 |
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| 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  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 look for candidates who possess the following Southeastern values and behaviours: **OUR VALUES – Safe, Professional, Honest, Friendly and Flexible**  **OUR BEHAVIOURS**   * **Professionalism** – Aims to be the very best they can be through their attitude & respect for others. * **Honesty & Integrity** – Is transparent and honest taking full responsibility for actions. Demonstrates confidence and courage, dealing effectively with difficult situations * **Team work, Sharing and Supportive** – Aligns with others to deliver common goals. Shares ideas and information. Supports colleagues and works effectively with others. * **Adding Value** – Exploits opportunities to improve results and add value to the business. * **Empathetic** – Is empathetic to the needs of colleagues/customers, earning their trust and respect. * **Taking a Broader view** - Champions change and considers the long-term impact of decisions across the business   …. along with the particular experience/knowledge, skills and behaviours relevant to the position applied for.  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 Educated to degree level  Proven track record in assisting in the delivery of successful communication campaigns  Five years + experience in communications  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 project management, time management and meeting deadlines  Experience of planning and delivering events |
| G2 | Skills (including any specific safety critical competencies)  * Excellent copy writing skills * Excellent proof reading 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 |
| G3 | Behaviours  * Professional * Planning and organising * Honest and integrity * Team work, sharing and supportive * Resilience * Attention to detail * Adding value * Self motivated * Ability to work under pressure, adhering to tight deadlines |
| G4 | **Other** |

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| I | **Dimensions of role** | | | | |
| I1 | Financial – Direct: | |  | | |
| I2 | Financial – Other: Budget of around £50k | |  | | |
| I3 | Staff Responsibilities – Direct: 2 | |  | | |
| I4 | Staff Responsibilities – Other: | |  | | |
| I5 | Any Other Statistical Data: | |  | | |
| J | **Acknowledgement** | | | | |
| J1 | Prepared By: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | Date: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| J2 | Approved By (Head of Department): | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | Date: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| **K** | **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: |  |
| **L** | **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: |  |