**JOB DESCRIPTION/PERSON SPECIFICATION**

**& COMPETENCY FRAMEWORK**

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| **Job Title** | Internal Communications Officer |
| **Reports To** | Head of Communications |
| **Department** | Communications |
| **Location** | Stoneleigh |
| **Grade** | 4 |

JOB DESCRIPTION

Reporting to job holder:

* No direct reports but will oversee the work of web publishers to the NFU intranet.

Main purpose and scope of job:

* Develop and manage the delivery of strategic and tactical internal communication plans which support the broader communication and organisational business objectives.
* Manage the Internal Communications channels and tactics to ensure a joined up and consistent flow of relevant information to NFU staff.
* Ensure that key organisational issues are communicated to staff in a timely and effective way.
* Proactively develop ways of engaging staff throughout the NFU in a variety of ways including newsletters, intranet, conferences, webinars, new media technologies and events
* Keep abreast of NFU internal issues to identify those which will need to be communicated to the wider staff.
* Develop approaches to engage staff and managers to encourage sharing of information across Internal Communication channels.

**Levels of authority:**

* Authority to make autonomous decisions as to content of intranet and of internal communications events where appropriate.
* Ability to authorise expenditure relating to Intranet / internal communications activity, up to specified limit.
* Attendance at some senior meetings where appropriate.

Functional responsibilities:

* Work with Directorates to understand their needs and develop and execute internal communication strategies and plans to support them.
* Coordinate all internal communications activity to ensure consistent and timely communication.
* Monitor and continuously evaluate internal communications activity to ensure growth and development against core business objectives.
* Draft, edit and review communications materials for a variety of internal audiences, using experience and knowledge to work with staff across the NFU, to ensure that complex information is presented in an accessible and engaging way.
* Take responsibility for identifying proactive opportunities to gather information and communicate this to staff.
* Write accurate and engaging material for the intranet and develop the website
* Manage and maintain strong contacts with key NFU staff in order to maximise buy-in and content creation for the intranet.
* Organise staff briefing events and background materials to support internal knowledge of key NFU events, policies or developments.
* Take responsibility for keeping up-to-date with new technologies that could enhance internal communications, and ensure that internal communications capitalise on the creative resources available in house.
* Represent the NFU both at relevant internal and external meetings where appropriate, with the ability to filter meeting content to a wider staff team.
* Contact and brief external suppliers such as photographers and film-makers. Ensure the correct contracts are in place.

**General:**

* This job description will develop to meet the needs of the NFU and any additional duties will be commensurate with the post holders grade.
* Promote a professional image of the NFU.

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| **Job Title** | Internal Communications Officer |

**COMPETENCIES**

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|  |  | **Level** |
| **Core Competencies** | * Understanding the NFU * Working Together * Personal Accountability * Communication | 3 – Managing  3 – Managing  3 – Managing  3 – Managing |
| Functional  Competencies | * Technical Expertise * Planning and Organising * Representing the NFU * Influence and Persuasion | 3 – Managing  3 – Managing  3 – Managing  3 – Managing |

**PERSON SPECIFICATION**

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|  | **ESSENTIAL** | **DESIRABLE** |
| **Knowledge and Expertise** | * Proven ability in planning, managing and delivering   an internal communications strategy in a complex  organisation.   * Experience in managing an intranet and new   technologies in staff communications.   * Experience of delivering internal events and of   compiling a regular staff newsletter.   * Proven ability to advise and deliver an internal communications plan in the event of urgent organisational issues * Managing external suppliers and agencies and   ensuring best value for the NFU   * Experience of motivating and inspiring colleagues to   engage with and contribute to an internal  communications strategy | * CIPR Diploma or equivalent qualification in   communications or  journalism   * Educated to degree level (or equivalent qualification   in Communications).   * Knowledge and interest in   agriculture, food and farming,  and horticulture industry.   * Experience writing for a   farming publication   * Knowledge and   understanding of the  demands of working for a  busy membership  organisation |
| **Communication**  **and Relationship Skills** | * Uses expertise and experience to persuade and   influence staff engagement with internal  communications activities and to make use of the  most appropriate communication channels.   * Able to deliver lively and engaging presentations to internal and external audiences on NFU issues * Ability to present to a wide range of staff at all levels within the organisation * Excel in developing positive relationships within the   NFU to achieve effective communications across HQ  and the regions.   * Able to understand the detail of complex issues while   quickly identifying the most appropriate way to  communicate them in an engaging, clear and  informative way.   * Uses highly developed diplomatic skills to solve   conflicts and achieve communications objectives for  the NFU particularly when working in difficult or crises situations.   * Ability to work effectively with staff across the NFU in   all areas and all job roles.   * Demonstrates an approachable manner with a   positive attitude.   * Ability to liaise with colleagues at all levels across the organisation, including with senior management. |  |
| **Practical and Physical Skills** | * Able to proficiently use Microsoft office packages   (Word, Excel and Outlook). |  |
| **Decision Making and Problem Solving** | * Possess a highly flexible approach to a challenging   and diverse workload, with demonstrable  decision-making and problem solving skills.   * Shows initiative and is able to take responsibility for   solving problems and making timely, effective  decisions based on sound knowledge and understanding, while working under pressure or presented with complex situations.   * Able to plan, manage and deliver on multiple projects   across different NFU teams.   * Ability to self-motivate and take on responsibility for proactively creating opportunities and techniques to   deliver effective staff communications |  |
| **Financial**  **Responsibility** | * Demonstrable budgetary management and expenditure * Has the ability to manage external contracts to * Achieve best value for the NFU. * Authorise and sign off invoices |  |
| **Responsibility**  **for**  **Information** | * Ability to deal with confidential information and ability   to demonstrate good judgement about information communicated internally   * Look for new opportunities to improve internal communications, and to encourage and support colleagues on the best way to take advantage of   them   * Lead on evaluating internal communications in order   to further improve or develop them. |  |
| **Responsibility**  **for**  **Supervision /**  **Management** | * No formal line management, but the post holder will   need to supervise the intranet and other internal  comms functions. |  |
| **Physical and**  **Mental Effort** | * Works to solve problems and conflicting agendas to deliver a win-win situation. * Understands the pressures between the   wider policy picture, and expectations of staff to  receive timely and relevant information about organisational issues.   * Possess a can-do, positive attitude to ensure   Competing projects and events are managed and delivered.   * Work for long periods under pressure or while   delivering work to a high standard, delegating work across the other teams where necessary to ensure  goals are achieved and deadlines met.   * Be self-motivated and a self-starter to set delivery   targets for NFU internal communications and then develop, manage and report on strategies to achieve them.  Ability to manage own time   * Some travel required to NFU teams throughout   England and Wales which may include overnight  stays. |  |
| Personal Circumstances  /Additional Requirements | * Must live within 40 miles of the post location or willing to relocate. * Ability to travel throughout England and Wales and attend work in a rural location | * Must have a full driving licence (consideration will   be given under the Equality Act where applicable). |