**Job Description**

**NHS Professionals Limited**

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| Job Title:  | Internal Communications and Engagement Executive |
| **Level:** | Level 1 SME |
| **Location:** | Hemel Hempstead or Leeds – occasional national UK travel will be required as part of the role |

**Role summary:**

The primary responsibility of this role is to assist, coordinate and fulfil corporate internal communication activities across the business which support NHSP’s evolving goals and requirements.

The Internal Communications and Engagement Executive will report into the Internal Communications and Engagement Manager as part of the Marketing and Brand team.

**Organisational Position (Illustrative):**

**Responsibilities**

* Plan and produce engaging collateral to communicate important topics and key business priorities, using a range of media including but not limited to emails; Viva Engage posts; webinars; intranet content; videos; and podcasts.
* In addition to communicating corporate objectives and ad hoc priorities, liaise with stakeholders as appropriate to drive strategic initiatives such as health and wellbeing, diversity and inclusion, corporate social responsibility, and sustainability.
* Organise and facilitate internal webinars on key topics, as required.
* Be the first point of contact for internal communication requests from stakeholders across the business.
* Coordinate team workflows and maintain our rolling internal communications plan and using our planning tool, Asana.
* Collate qualitative and quantitative feedback on our internal communications, and coordinate frequent focus group sessions to understand how our content is being received by the business.
* Review our performance (including email open rates, click-throughs and read time), and maintain the monthly Internal Communications Dashboard.
* Identify latest trends and best practice in internal communication techniques, and work with the Internal Communications and Engagement Manager to implement these.
* As a key internal brand champion for NHSP and associated brands, work with the wider team to ensure that all internal communications are consistent with and support NHSP’s brand strategy and tone of voice.

**Resource Management**

* You will be expected to work within agreed deadlines and financial budgets, and to demonstrate a first-class customer service ethic.

**Communication**

* You will be expected to demonstrate, through your actions, excellent professional practice in personal and corporate communications at all times. As a member of the Marketing & Brand team and one of the most visible members of the business, you are a brand champion and must ensure correct representation of NHSP’s professionalism in everything you do – this especially means accurate, high quality, mistake-free communications.

**Accountabilities:**

* Accurate communications
* Speedy response to requests
* Work to deadlines and within budgets
* Provide updates of work in a timely fashion

**Note:**

This job description outlines the roles, duties and responsibilities of the post. It is not intended to detail all specific tasks.

**Acceptance:**

I agree to undertake the duties of the job in accordance with the above:

Signed: ……………………………………… Signed: ……………………………………..

 *(employee) (line manager)*

Name: ……………………………………… Name: ………………………………..……

 *PRINT PRINT*

Date: ……………………………………..……. Date: …………………………………..……

**PERSON SPECIFICATION**

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| --- | --- |
| **Job Title:** | Internal Communications and Engagement Executive |
| **Attribute/Skills** | **Essential***(When applying for this job it is important you fulfil all these essential requirements. If you do not, you are unlikely to be interviewed)* | **Desirable***(When applying for this job it is desirable you fulfil these requirements. However, if you do not you may still apply and may be interviewed***)** | **Measurement****A / C / P / R / T** |
| **Qualification & Knowledge** | * + - A level qualified or equivalent level experience
		- Excellent MS Office 365 skills MUST include excellent proficiency in PowerPoint and Word
 | * + 1. Professional membership
		2. Degree in a marketing or communications or related discipline
		3. Excellent proficiency in Excel
 | A / C  |
| **Experience** | * + - Previous experience of working within an office environment and role
		- Demonstrable time management experience
		- Experience in assisting on the development of communication campaigns
 | * + - Able to develop and work effectively to project plans
 | A / R / I  |
| **Communication & People Skills** | * + - Excellent written and oral abilities
		- Excellent customer service skills with colleagues and other staff
		- Creates a positive impression of marketing and communications
 |  | A / I / R |
| **Organisational Skills** | * + - Able to work autonomously, self-manage and prioritise tasks in a fast-paced environment
		- Able to ‘get things done’ against deadlines
 |  | A / I / R |
| **Specialist Knowledge / skills** | * + - Time management
		- Understanding of communication principles
		- Demonstrate excellent levels of English language writing
		- Attention to detail
		- Excellent copywriting skills
		- Experience of video editing
		- Basic graphic design skills (layout, photo editing etc), and understanding of core design principles
 | Use of social media for Marketing & communications purposesExperience in using internal communication platforms such as Viva Engage, SharePoint and Staffbase | A / I / R / T |
| **Physical Skills** | * + - Able to pass NHSP pre-employment checks
		- Ability to undertake desk work
 | * + - Able to work out of usual office hours as work demands
 | P / I |
| **Equality** | * + - Evidence of having worked within environments where equality and diversity are critical and able to show commitment to those principles.
 |  | A / I |

A = Application Form , C = Certificate, I = Interview, P = Pre-employment health screening, R = References, T = Tests/ presentation