

Job Description

Job title	Internal Communications Officer	Job family	Marketing
Reporting to	Director of Internal Communications and Engagement	Job code	
Location	Priory Hospital Cheadle (Marketing Office)	Evaluation Date	

Job Purpose

Our Internal Communications Officer will assist the Priory's Internal Communications team with communications and engagement.

They will produce and share great content across our internal communications channels to engage our diverse audience of over 20,000 colleagues across 300 sites.

We are looking for an enthusiastic, energetic, focused and resourceful communicator with exceptional written skills, and a creative flair, to ensure our communications add value and support our core business objectives.

Our Internal Communications Officer will have the ability to build great relationships at all levels within the organisation in order to find and share stories from our sites. They will be responsible for key tasks such as producing content, evaluating campaigns, updating our internal communication channels, event organisation and supporting us with ad hoc projects.

Responsibilities

Producing content

- Update our communications channels
- Liaise with sites to find and share great colleague stories
- Produce content such as digital newsletters, blogs, articles, videos etc.
- Design simple/ad hoc artwork in-house
- Film and edit video
- Proof content
- Contribute creative ideas for campaigns
- Create content plans

Project support and administration

- Update the content calendar
- Project support
- Ensure we have the correct permissions to use photographs externally and internally
- Some general admin e.g. managing intranet permissions and the Internal Communications inbox

Measurement

- Update our monthly Internal Communications dashboard, highlighting our core campaigns and impact each month

Event organisation

- Help organise events such as the Priory Awards and Leadership Conferences
- Attend events and support on the day (this will require overnight stays)

Personal and professional development

- Build and maintain an up-to-date knowledge of internal communications
- Participate in local networking events/join online groups
- Attend communications training where required
- Find opportunities to expand knowledge

Knowledge / Education / Skills

- Excellent writing, editing and proofreading skills with a flair for storytelling
- Strong attention to detail
- Ability to write in a warm, engaging tone and find the news hook of a story, and adapt the tone when required
- Good understanding of how channels, tools and technology help deliver effective internal communications
- Ability to build strong relationships with key stakeholders to become a trusted advisor within the organisation
- Experience of producing communications materials, working with in-house teams and with marketing, design and print suppliers
- A willingness to learn about and embrace new technology
- A strong team player
- Flexible and responsive to the business requirements
- Ability to produce and edit visual, video or animated material to enhance storytelling is strongly desirable
- Degree level qualification desirable

Experience

- Experience of working to tight deadlines in a fast-paced environment
- Experience of producing communications materials, working with in-house teams and with marketing, design and print suppliers
- Experience of working in the health and social care sector would be desirable but not essential

Communication

Ability to build strong relationships with key stakeholders at all IMaevels to become a trusted advisor within the Organisation

Working Environment

- Hybrid role –Two days in the office in Cheadle, three working from home
- Relaxed open-plan office
- Dress down on Fridays

Safeguarding

All Priory colleagues have a responsibility to safeguard the individuals we care for, these may be adults and children or individuals connected to the people Priory Group supports. Colleagues must ensure they are aware of the local child and adult safeguarding policies and procedures in their service, in addition who to contact within the Local Authority Safeguarding Team for further advice.

All colleagues are required to attend safeguarding training appropriate to their role and to undertake additional training in associated areas.

Upholding the Company Behaviours

This provides some guidance on the types of conduct to support the Company Behaviours

Behaviour	Evidence
Putting People First	<ul style="list-style-type: none"> • Strives to ensure every colleague is able to make a positive and lasting difference to Service Users and their families • Actively seeks to develop the potential of every service user and staff member
Being Supportive	<ul style="list-style-type: none"> • Celebrates success and supports colleagues through difficult times • Demonstrates loyalty to colleagues, manager and team
Acting with Integrity	<ul style="list-style-type: none"> • Is honest and respectful in all interactions with colleagues and customers • Demonstrates emotional control • Ensures accurate recording of any transactions and interactions on all company documentation • Challenges poor performance and behaviours
Being Positive	<ul style="list-style-type: none"> • Promotes the company in a positive way at all times • Strives for positive outcomes, especially when times are challenging

Striving for Excellence	<ul style="list-style-type: none">• Always puts service quality first• Shares and encourages innovation• Keeps on top of new developments in the sector
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