



JOB PROFILE

Post Title:	Communications Officer
Portfolio:	Central Support Service
Responsible to:	Press Media Officer
Responsible for:	No Direct Reports
Grade:	Band C

Job Purpose

To improve the lives of all within our community and help the Island thrive by using a range of communications channels to deliver internal news and content including the intranet, video, newsletters and events, and support the delivery of external news to the public, press, media and stakeholders.

The Communications Officer will report to the Press Media Officer and will be part of the Communications Hub.

The Communications Officer will work across the Communications Hub to deliver successful external and internal communications.

Main Duties and Responsibilities

1. Proactively maintain an internal communications calendar, working with colleagues to identify announcements, key dates and milestones for internal communications activities.
2. Identify, plan, compile and deliver internal communications and promotions, including campaigns, news, features, and emails.
3. Utilise a variety of tools for content creation, including strong written content, graphic design, photography and video production, and liaise with external designers and other suppliers when required.
4. Manage the production of staff newsletters, liaising with colleagues to generate relevant content suitable for distribution. Manage the modes of distribution, taking into account the variety of working practices employed in SHG (such as non-computer based roles), ensuring they are sent out accurately and on time.
5. Support colleagues and teams in maintaining best practice in their internal communications by advising on channels, proofreading and ensuring communications are in line with SHG's corporate brand, policies and strategies.
6. Deliver and / or support internal and external communications events as required.
7. Liaise closely with HR and Organisational Development, Portfolio Senior Management Teams and the Senior Leadership Team to establish and maintain excellent working relationships with key internal stakeholders.
8. Advise, support and assist senior officials and managers on all internal communications issues, acting as the focal point for all internal communication enquiries and concerns, feeding these back to managers and senior officials where necessary.



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9. Promote the use of the intranet as the key internal communication channel for staff, and identify new and creative ways of developing the site as a 'one stop' shop for all internal information
10. Act as internal communications editor, being responsible for proactively sourcing, creating, editing and publishing news stories, features and other content that promotes the work of SHG and other internal campaigns.
11. Contribute to the development of, and lead the implementation of, an overarching Internal Communications Plan.



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12. Monitor and evaluate internal communications and adapt plans and strategies as required, continuously enhancing and improving internal communications by gathering feedback from staff, through regular pulse surveys or other appropriate methods.
13. Work closely with Portfolio Communications Officers to ensure that communications are disseminated in a timely manner within their respective portfolios, including signposting to materials and events.
14. Working with colleagues in the Communications Hub team, manage and monitor the design and implementation of the corporate brand for SHG, guiding colleagues on usage.
15. Support the Press Media Officer by contributing to and distributing external communications materials via various channels, including press releases, public announcements and external newsletters.
16. Support the Brand Manager in rolling out and embedding Brand St Helena across SHG.
17. Prepare content for the Public Service' digital platforms in liaison with the Digital Media and Marketing Officer.
18. Work closely with colleagues in the Communications Hub to ensure that messaging is coordinated, reflecting external and marketing messaging.
19. Take responsibility for own development and help others acquire skills and experience.
20. Deputise for the Press Media Officer as and when required.

Special Conditions

There are no special conditions associated with this role.

This job profile is not an exhaustive list of duties and responsibilities. There may be other ad hoc duties that fall within the remit of the role that the job holder may need to complete. In addition, the job holder will be required to carry out any other reasonable duties as requested which are commensurate with the grading and level of responsibility for the role.



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Core Competency Framework

Competency	Level
Professional Development: Na	i
Planning & Delivery of Work: Plans and organises work to meet individual, team and directorate/departmental objectives whilst achieving quality and value for money. Recognises good performance and tackles poor performance. Ensures delivery against plan. Identifies information needs and ensures they are delivered in a timely and effective manner.	iii
Analysis and use of Information: Is able to identify when information received is relevant to and should be used in completing an activity. Follows guidelines for identifying problems. Gathers and summarises data when required.	ii
Decision Making: Solves problems that have significant short-term implications for the organisation. Assesses the impact of decisions. Identifies causes rather than just symptoms to inform solutions. Uses trends and patterns in information for evidence based decisions. Confident in making decisions within policy guidelines. Assembles available knowledge to ensure evidence based decisions.	iii
Working with Others: Informs, consults and influences others using a range of communication mechanisms. Engages with others to gather information. Shares and implements good practice with others. Works with senior management and other stakeholders.	iii
Communication: Varies language and content to ensure understanding of audience. Facilitates understanding by explanation and example. Highlights key points for summary from detailed and complex documents	iv
Influencing and Persuading: Ensures strategies to support a diverse workforce are implemented. Recognises and anticipates the needs of senior managers and government officials. Presents unpopular messages confidently. Varies style of communication to have maximum impact on audience Influences to maintain a balance between individual motives and directorate/departmental requirements Integrates logic and emotion to construct and convey complex arguments in a face to face situation	iv



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Dealing with Change: Supports individuals in their team through periods of change. Listens and responds to constructive feedback. Initiates new ways of doing things. Recognises and deals with obstacles to change. Promotes goals or new initiatives to others.	iii
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Competency	Level
Continuous Improvement: Makes business and efficiency improvements through use of appropriate systems and tools. Able to coach and develop individuals. Shares knowledge and experience with others. Manages own development and performance. Learns lessons from both successes and failures.	ii
Managing Resources: Promotes and enforces appropriate business rules. Deals with varied situations with limited guidance.	ii



PERSON SPECIFICATION

Criteria	Essential / Desirable	Application Form	Selection Process
Qualifications:			
A Level 2 or above qualification in a relevant subject – such as English, Marketing, Communications, or ability to demonstrate the equivalent Regulated Qualifications Framework (RQF) knowledge and skills outlined in the section below	E	√	
Knowledge & Experience:			
Experience of working independently and as part of a team	E	√	√
Experience of using information to solve problems	E	√	√
Experience of working in a communications role	D	√	√
Experience of managing content on an intranet or website	D	√	√
Knowledge of developing and implementing communications plans and strategies	D	√	√
Graphic and digital design experience	D	√	√
Skills and Abilities:			
Evidence of Level 2 Skills as defined by the Regulated Qualifications Framework (RQF): <ul style="list-style-type: none"> • Can select and use relevant cognitive and practical skills to complete well-defined, generally routine tasks and address straight forward problems • Can identify, gather and use relevant information to inform actions • Can identify how effective actions have been 	E	√	√
Good written, verbal and presentation communication skills	E	√	√
Confident in using ICT systems relevant to role, including Management Information Systems and MS Office	E		√
Multimedia proficiency (graphic design, video editing, photo editing, text writing, file handling)	D		√
Able to work on own initiative without constant supervision	E		√
Excellent interpersonal skills, able to communicate effectively and professionally and remain calm and polite under pressure	E		√



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Excellent time management, planning and organisation skills.	E		√
Demonstrates attention to detail and works methodically, responding to changes to meet deadlines	E		√
Able to help others acquire skills and experience	E		√
Ability to manage a range of channels successfully	E		√
Able to demonstrate creativity and innovation	E		√



PERSON SPECIFICATION

Criteria	Essential / Desirable	Application Form	Selection Process
Other:			
Willingness to work flexibly – some out of hours work may be required.	E	√	
Committed to safeguarding and promoting the welfare of children, young people and vulnerable adults.	E	√	
Contribute to a positive working environment ensuring commitment to equality and diversity.	E	√	

Our Values

FAIRNESS

We act as role models and have fair and consistent standards. We champion equality, inclusion and respect.

INTEGRITY

We communicate openly and we are honest, accountable and ethical.

TEAMWORK

We work together and we support each other.

Professional or Career Progression Cadre Competency Framework

N/a