

## Internal Communications and Engagement Manager

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Company: UK Civil Service

Location: United Kingdom

Category: other-general

### Job summary

APHA is a brilliant place to work where our people feel valued, have a voice and can be their authentic selves. We value difference and diversity, not only because we believe it is the right thing to do, but because it will help us be more innovative and make better decisions.

Do you have experience leading on communication and engagement activities?

Are you an effective and engaging communicator?

Are you driven by a passion for internal communication and employee engagement?

If so, we would love to hear from you!💎💎

This is a fantastic opportunity to work in an extremely varied and exciting role where you will be trusted to utilise your creativity and passion for communications and engagement.

### Job description

Your responsibilities will include but will not be limited to:

Lead the delivery of high quality, creative and innovative communications activity and campaigns across the Animal and Plant Health Agency (APHA) providing effective support to stakeholders and helping to deliver business objectives.

Work with colleagues across the business to write and develop content and stories that engages and informs a target audience.

Create engaging multimedia content to share across our internal channels, looking for new and

interesting ways to share information with a geographically dispersed audience - including news articles, blogs, infographics, and videos, helping to make complex information visual through infographics or video content.

Support senior leader engagement in APHA, including regular hybrid events, including identifying topics, creating briefings, sourcing venues where appropriate and finding ways to make events interactive.

Partner with colleagues across the business, leaders and programme/project leads, acting as a trusted advisor to ensure engagement plans are in place to support priority activity and, which have a positive impact on employee engagement.

Support the Deputy Head of Internal Communications and Engagement in the development and delivery of the APHA internal communications strategy.

Line manage a team of Internal Communications Officers.

Motivate, lead and provide strategic direction to team members; championing learning and development.

Take an active role in ensuring you and your team are aligned with the wider Defra group Internal Communications team.

Ensure all communications activity is evaluated and that we share successes, insight and learning across the team so we are constantly improving.

Deputise for the Deputy Head of Internal Communications and Engagement as required.

Play an active part in the Defra group incident response if required; taking part in contingency preparedness training and incident exercises.

### **Person specification**

A relevant qualification in Communications, PR, Marketing or journalism, or relevant experience in one of these fields

Proven ability to plan and operate strategically, horizon scanning and identifying risks and opportunities.

Strong influencing skills and experience of working with senior leaders.

Well networked and aware of best practice for internal communications

Experience within an internal communication/communications function, using a range of digital tools and communication channels to engage and inform employees.

Line management experience

A track-record of collaborating with colleagues to deliver internal communication with demonstrable experience of measurement and evaluation techniques.

an understanding of how to influence key stakeholders, being comfortable communicating with senior stakeholders and providing expert advice and challenge.

Excellent copywriting and editorial skills and experience, with a keen eye for detail

Ability to deliver at pace, managing competing priorities and changing deadlines.

Excellent written and verbal communication skills

Ability to build strong relationships and develop a good network.

Ability to use different channels to engage people effectively, including digital options.

Excellent organisational and communications planning skills and a strong attention to detail.

Experience in designing and delivering effective and creative communications campaigns.

Inquisitive mindset, comfortable in using data to tell a story and make recommendations and improvement.

### **Learning and Development**

Everyone in APHA is supported to develop their skills and capabilities. When you join the Directorate, you will be welcomed into your new team through an induction programme that will provide you with helpful information on the civil service, our work and our policies. Your line manager will also work with you to establish your priorities for the year, developing a performance, learning and development plan tailored to you and your role.

In return for your dedication, we will support your ongoing personal development through appropriate training. Inclusion, support and the development of our people matter to us.

We aim to support the career and personal wellbeing of everyone in APHA.

## Qualifications

A relevant qualification in Communications, PR, Marketing or journalism, or relevant experience in one of these fields

## Behaviours

We'll assess you against these behaviours during the selection process:

Communicating and Influencing

Changing and Improving

Working Together

We only ask for evidence of these behaviours on your application form:

Communicating and Influencing

## Technical skills

We'll assess you against these technical skills during the selection process:

Government Communication Service (GCS) competencies for Core and Internal Communications - Insight, Ideas, Implementation and Impact.

## Benefits

Alongside your salary of £39,439, Animal and Plant Health Agency contributes £10,649 towards you being a member of the Civil Service Defined Benefit Pension scheme.

Further benefits offered also include:

A minimum of 25 days of paid annual leave, increasing by 1 day per year up to a maximum of 30.£££

An extensive range of learning & professional development opportunities tailored to your role.£££

Access to a range of retail, travel and lifestyle employee discounts.£££

Staff bonuses and recognition, salary sacrifice benefit options, and an employee discount scheme.££

Making it work for you - With so many flexible options, most people can find a work schedule to suit their circumstances.£

**These are just a few of our benefits we offer. To find out the full range of what we**

offer refer to the Information Pack attached for more detail. 

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