

United Kingdom Jobs Expertini®

Internal Communications and Engagement Officer

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Company: UK Civil Service

Location: United Kingdom

Category: arts-design-entertainment-sports-and-media

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.

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

Are you an effective and engaging communicator?

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

We currently have the following exciting vacancies available to join our APHA Internal Communications Team:

1 x Internal Communications and Engagement Officer

1 x💎Internal Communications and Engagement Officer (HEO 💎 Creative Lead)

Job description

Your responsibilities for both roles will include but will not be limited to:

Work with SMEs/colleagues across the business to💎develop content and write stories that engage and inform a target audience, using effective story-telling techniques and insight to maximise impact.

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, posters and videos. Help make complex information visual through infographics or video content.

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

Develop and deliver creative, effective, insight-based internal communications plans for specific activities and campaigns to support the organisation's priorities.

Support the forward planning of APHA internal communications activities and delivery of the internal communication strategy.

Use data and insights gained from evaluation of activity to refine future communication activities.

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

The Internal Communications and Engagement Officer (HEO & Creative Lead) will have the following additional responsibilities:

Lead on creative design and digital solutions for the APHA internal communications team working with team members to produce materials including design work, print and video for internal events, to support internal campaigns.

Ensure creative solutions adhere to branding and accessibility standards.

Person specification

The following essential criteria for both roles:

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

Familiar with best practice standards for writing clear and accessible content.

Passionate about using evidence, data and research to improve content.

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

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

The Internal Communications and Engagement Officer (HEO ♦ Creative Lead) will have the following additional essential experience:

Experience of creating design using Adobe creative suite, including InDesign or Canva

Experience of creating and editing video content using software such as Adobe Premier Pro or similar

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.

Behaviours

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

Communicating and Influencing

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:

Insight - Gather insight on staff communication usage, needs and preferences. Use these data to inform selection of internal communications channels.

Implementation - Support the delivery of internal communication content and staff events, ensuring products are delivered to a high quality.

Short written test to assess creative writing skills ♦ material will be provided in advance.

Benefits

Alongside your salary of ♦32,136, Animal and Plant Health Agency contributes ♦8,676

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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