

Role profile

Role title	Internal Communications Officer
Department and directorate	Marketing & Member Communications, Comms & Policy
Grade	Grade 6
Reports to (job title)	Internal Communications Manager
Direct reports (job titles)	N/A

Job Overview– purpose of the role

*Describe as concisely as possible the overall purpose of the job and what success looks like. **Please limit this to a maximum of four or five sentences***

The Internal Communications Officer will work with the Internal Communications Manager and the Head of Marketing and Member Communications to deliver timely, consistent communications and engagement with BMA staff - in support of the organisation's aims and objectives. They will develop creative ways to engage and influence staff, to update them on the BMA's business and relevant staff content, drafting, developing and commissioning content to deliver impactful internal communication campaigns. They will contribute to improving and developing a range of communication channels, including the staff email newsletter, all staff emails and the intranet, ensuring these are used to best effect for good two-way flow of information with staff.

Duties and Responsibilities

What are the core duties/responsibilities required to be performed in the role. (e.g., to provide a full range of administrative support services to the department including x,y,z)

Please provide a bullet point list

- Work with the Internal Communications Manager to deliver internal strategies, plans and campaigns to meet organisational and project needs
- Responsible for delivering internal communications plans and campaigns specific to projects making best use of channels - working with stakeholders to develop plans aligned to the BMA's strategic direction
- To ensure a pro-active approach to internal communications through a positive use of forward planning and regular meetings with staff across the organisation
- To plan, edit and write content for a variety of internal communication channels, such as our intranet, emails, e-newsletter, posters and virtual events
- To work with colleagues across the organisation to ensure messages to staff are well planned and timely
- Help to build and maintain a content calendar/planner that supports the delivery of multiple streams of content across all internal communication channels
- Support the development and maintenance of the staff intranet, its governance and accountability
- Produce and manage the weekly staff e-newsletter
- Support the Internal Communications Manager to deliver a weekly cascade email for managers
- Support key internal communications events such as all-staff town halls and staff engagement activities
- Manage administration of internal communications team inbox, escalating requests when necessary

Duties and Responsibilities

- Manage internal communications metric reporting on a monthly basis and occasionally ad hoc (e-newsletter click through rates, pageviews of intranet content, engagement on blogs) – use audience insight to drive our IC strategy
- Deputise for internal communications manager in their absence (i.e. annual leave)
- Any other duties as reasonably directed

Skill (level and breadth of application)

What relevant experience is necessary to undertake this role? What specialist, technical or professional qualifications are required to be able to perform the job?

How far does the role extend out across the organisation, eg confined to own team, involves co-ordination with another department or requires regular negotiation with many other parts of the organisation. Why is this necessary? Describe the range of issues that are involved in this, eg resolving people's IT problems, collecting information on key research items or advising members on a particular issue.

- Relevant professional qualification or equivalent relevant professional experience
- Previous experience of internal communications, preferably gained in a large organisation undergoing change
- An enthusiastic and active contributor and team colleague who collaborates on ideas and shows initiative
- Experience of working closely with HR colleagues
- Good communication skills, both verbal and written, demonstrating accuracy and attention to detail
- Good interpersonal skills with ability to build strong relationships with colleagues at all levels, and influence and handle sensitive situations, maintaining confidentiality, where necessary
- Good IT skills (Word, Excel, PowerPoint, SharePoint, Office 365)
- Good judgement and ability to interpret information so that it is relevant to BMA staff
- Ability to prioritise and manage own workload effectively but also to be flexible and adapt/respond to emerging issues, short deadlines and other demands or challenges

Intellectual demands (complexity and challenge)

What sorts of problems, situations or issues are typically dealt with? Give any illustrative examples. How are the problems, situations or issues dealt with (eg undertaking original research and analysis or seeking specialist advice)?

To what extent are standard procedures and processes followed when undertaking typical tasks, and how is personal initiative used when solving problems? To what extent is creativity used in solving the problems (eg adopting different approaches, trying things that have not been done before within the organisation or improving/changing previous approaches).

- Under the direction of the Internal Communications Manager, draft and deliver specific communications (such as significant announcements) with implications for staff - including Q&As, features, briefings and presentations
- Researching and drafting content for internal publications, briefings and other channels, including the regular e-newsletter and the intranet, contributing ideas as to how these can be developed and improved
- The ability to take technical content from subject matter experts and translate into easy-to-understand content for staff
- Provide internal communications and staff engagement expertise for specific projects, such as the promotion of BMA benefits and services, including developing and delivering internal communications/engagement plans
- Provide administrative support to the internal communications team
- Good awareness and understanding of communications and policy directorate business priorities and their relevance to their work

Judgement (independence and level and impact limitations)

What are the typical decisions that are made in the job without reference to any higher authority? What informs/constrains the decisions (eg expenditure limits, have to follow clearly laid down procedures or working within broad objectives). What influence upon policy, procedures or resources is there (eg giving advice to others)?

Who (or what) is next to be affected by the decisions that are made – for example, supervisor sees them before they leave the team or the whole department sees and has to respond to the change that is made. Give typical example(s) of the consequences of the decisions (eg what impact does the decision-making have on the performance of the team/section/department/organisation)?

- Under the direction of the internal communications manager, identify opportunities to engage effectively with staff based across the BMA to ensure proactive internal communications
- Support the internal communications manager to develop and deliver the social intranet (Staff blogs) and amplify staff voices through staff network, staff pulse survey results and staff/team features

Use of resources (supervision of resources and influence)

What responsibility is there for managing people, equipment, budgets, resources, customer's welfare or confidential information? If this is a staff management role describe what is involved, eg staff reporting, staff development, appraisal, leading a department or the allocation of work.

How does the role fit within the organisation, eg support role, team member, team leader, specialist policy adviser, or leading major areas of core business?

- Support the internal communications team to deliver effective, two-way internal communications and staff engagement across the BMA

Communication (level, internal and external demands and significance)

*What people are typically contacted (regardless of the medium) **inside** the Association, eg immediate colleagues, senior managers or administrators? Committee members are the only members classed as internal communication. Normal non-committee membership and doctors are external (see below)*

*Who is in regularly contact with the role holder **outside** of the Association, eg members who are not committee members, suppliers, members of the public? Approximately what percentage of the time is spent on external communications?*

What is the purpose of these contacts, eg conveying information, gathering data?

- Liaise with BMA colleagues across the four UK nations to ensure effective, proactive internal communications and staff engagement
- Liaise with internal communications and HR staff in BMJ when co-ordinating group internal communications

Physical demands & coordination (physical effort and mental strain)

Are there any unusual physical or mental demands of the role; for example, lifting heavy objects, standing for long periods, using VDUs extensively or high levels of concentration?

- Normal coordination or physical demands associated with an office environment, office attendance in line with current directives, limited requirement to engage in lifting/carrying/other physical exertion
- Working to the pressures of multiple, inflexible and short deadlines
- Extensive VDU use and high levels of concentration

Working conditions and emotional demands)

What are the environmental conditions in which the work is conducted, the social and emotional demands faced by the role and the pressures resulting from these?

- This role is conducted in a normal office environment (in person attendance in line with current directives) and is not exposed to hazardous conditions or anti-social behaviour. The role contains minimal personal risk
- There may be out-of-hours work required on occasion if engaged on major projects or with content/production deadlines
- Role requires some public speaking and presentations

Values and behaviours

The post-holder is expected to execute their role in line with our four organisational values.

The following examples illustrate how we are using our values to inform how we act:

We Campaign, Organise and Represent

- We win positive changes at work and in wider society
- We are the trusted collective voice of our profession, seeking progress for doctors, medical students, our patients and populations

We are accountable and member-led

- Our representatives and staff work in partnership for and on behalf of our members
- We are open and democratic

We are expert and trusted

- We grow professional communities of practice to provide credible information, guidance and support
- We use our influence to champion advancement, innovation and professional development for the benefit of health and society

We find strength in unity and celebrate our diversity

- We seek to be fair and just, and foster respectful discussion of our differing (potentially conflicting) perspectives and contributions
- We fight prejudice and discrimination of all kinds
- We are committed to creating a culture that is inclusive of all members and staff
- We extend solidarity to each other and other groups

Sign-off

Manager:

Date:

Role holder:

Date: