

JOB DESCRIPTION

Job Title: Internal Communications Manager

Job Purpose

This post sits within the VOSA Communications Team working alongside external and project communications to ensure overall consistency as well as drawing on each other's knowledge and expertise. The Internal Communications Manager is responsible for the effective delivery of information and corporate communications to VOSA staff. The role is wide ranging, encompassing the timely co-ordination of employee communication through a range of channels to ensure ease of access, clarity and consistency. VOSA is undergoing a period of change both in the design of the organisation and in the number of new projects impacting on the way we work. Internal communications plays a vital role in managing this change, delivering the key messages and understanding the impact on staff.

To establish, maintain and continually improve a joined up, proactive and effective corporate internal communications process within VOSA.

Key Roles & Responsibilities

Developing an understanding and awareness of the internal communication needs within VOSA and across the DfT and its agencies.

This will involve liaison with staff as well as planning and project teams to understand changes and potential implications for internal communications.

Owner of corporate internal communication process delivering timely and effective communications throughout the agency.

This involves liaison with Directors and developing and delivering a simple coordinated process in order to provide effective, joined up communications

Building on existing networks and developing where required internal communications contacts throughout the agency.

Ensuring contacts have the appropriate skills and support from the central team to deliver and share communications – e.g. business change managers, focus groups and communications audits.

Delivering regular communications for all staff through a range of channels, ensuring ease of access to communications, clarity and consistency of messages

Newsletters – Assisting and supporting the Editor of *In Focus* to ensure overall consistency of corporate messages, providing a lead in the development and relevance of staff newsletters. Contributing to and liaising with other DfT staff newsletters such as *a2b*. Compiling and distributing *In Gear* monthly to senior managers within VOSA.

E-Bulletin – Promoting use of the weekly e-bulletin for VOSA news updates amongst staff. Supporting the Communications Co-ordinator in gathering news

items and in publishing the weekly bulletin.

Intranet – Liaising with the web team to continually develop VOSAnet as an effective internal communications tool and to ensure it meets the needs of its audience.

Briefing material – Owning, developing and managing calendars of key messages to ensure consistent, relevant and timely delivery of internal communication material and to avoid message conflicts. Drafting easy to understand briefing material.

Roadshows – Overseeing the co-ordination of CEO visits and accompanying the CEO as appropriate. Liaising with Corporate Office over Board programme of visits, providing support and information as required.

Conference and seminars – Planning, co-ordinating and running the annual VOSA business conference in association with the Head of Communications. Also, organising and running management seminars throughout the year as directed by the Board.

Staff Survey – Planning and executing the annual VOSA staff attitude survey. Including the tender and award process to external survey company, arrangements for print and distribution of forms to all permanent VOSA employees. In association with the Working Group, review survey results and liaise with staff to develop and deliver appropriate action plans in order to deliver improvements in line with feedback.

Continuous Improvement

Developing regular feedback channels to promote cross communication within VOSA and to ensure that messages are being delivered in a consistent and timely manner. Monitoring the results of the feedback to ensure continuous improvement in communications.

Developing knowledge and understanding of internal communication tools and techniques and how these can best be used within VOSA.

Sharing best practice with other colleagues, particularly with other DfT (c) and agency internal communications managers.

Maintaining links with DfT and its agencies internal communications contacts to ensure consistency of messages across the Group, as well as developing further contacts across Government.

Assisting the Head of Communications in the development and delivery of an evolving internal communications strategy.

Supervisory Responsibilities

1 level 4

Supervision Received

Reports to Head of Corporate Communications

Selection Details

Interview