JOB AND TASK DESCRIPTION

Job Title: Internal Communications Officer
Division: Communications Division (COM)
Grade: K

Reports To: Head of Media Relations

General information

The Communications Division is responsible for providing information and raising awareness of Commonwealth values, programmes and events. This work includes press and media relations, publications, publicity and public relations and website management. The Secretariat’s Intranet is its main internal communications and knowledge sharing platform.

Job summary

Reporting to the Head of Media Relations, the incumbent will be responsible for designing and implementing an internal communications strategy to ensure that Secretariat staff are:

- Well-informed of senior management decisions and organisational initiatives
- Able to participate in organisational discussions so that their voices are heard
- Inspired by the mission and mandate of the Commonwealth so that they are motivated and productive at work.

The incumbent must be adept at writing and editing content about the Commonwealth from existing material and creating new content in a lively and engaging way, so that organisational information and stories are told in an accessible and easy-to-understand manner.

Task description

The post-holder will:

- Adapt and improve the Commonwealth’s internal communications strategy aimed at fostering knowledge-sharing in the Secretariat, and to keep staff better-informed about the institution’s strategic priorities, through various channels, including the intranet homepage
- Liaise with the Office of the Secretary-General (OSG), Deputy Secretary-General and Senior Directors to understand organisational initiatives and communicate them effectively to staff.
• Create, write and develop easily understood copy in an engaging way for the Secretariat’s intranet, including commissioning writing from staff, editing, subediting, picture-taking and research.

• Undertake assignments related to Intranet content management, including content, structure, navigation and development of Secretariat guidelines for publishing on the website and intranet.

• Work closely with other members of the Communications Division to co-ordinate the delivery of on-line materials.

• Film events, create videos and multimedia opportunities for online coverage and use social media to enhance staff engagement.

• Upload and format content across the Secretariat’s website and Intranet using the Secretariat’s content management systems.

• Coordinate, update and ensure loading of key documents from Divisions and Units.

• Write stories about staff engagements in member countries.

• Work with staff to ensure they are ambassadors for the Secretariat, building effective relationships with colleagues.

• Work to create a best-practice guide for internal communication in the Secretariat.

• Set key performance indicators and measure and evaluate internal communication campaigns, looking to enhance engagement.

• Travel nationally and internationally to attend external events and engage external media as and when required, as part of the media team.

• From time-to-time, support general work of the Comms division including work around Draft press releases, quotes and other communications materials to attract Commonwealth publicity.

• Adhere to the gender equality values of the Commonwealth as enshrined in the Charter and Secretariat’s Gender Equality Policy.

• Participate in out of hours press office cover as part of a rota system.

• Perform any other duties that may be required from time to time.

**Person Specification:**

**Education**

A degree in a relevant discipline such as Journalism, English or equivalent professional experience.
Experience

- At least three years’ relevant work experience in internal communications, including the design and delivery of an internal communication strategy, in a large and diverse organisation.

- Demonstrated experience in writing, editing and proof reading copy for the web or major publication.

- Experience of producing photo galleries; editing audio and video; knowledge of HTML and Photoshop; general Web production skills; social media.

- Strong communication skills, with an ability to talk between multiple divisions, and solid, experienced news judgement, especially on Commonwealth issues.

- The ability to source and deploy photographic content effectively.

Desirable:

- Experience of using a content management system (CMS), graphic design software for website use.

- Experience in external communication such as media engagement and social media management.

Competencies:

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<th>Respect for Diversity</th>
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<td>Works effectively with people from all backgrounds.</td>
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<td>Treats all people with dignity and respect. Treats men and women equally.</td>
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<td>Shows respect and understanding of diverse points of view and demonstrates understanding in daily work and decision making.</td>
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<td>Examine own biases and behaviours to avoid stereotypical responses and does not discriminate against any individual or group.</td>
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<td>Identifies biases in systems &amp; processes</td>
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<th>Communication</th>
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<td>Interacts and communicates effectively with internal/external contacts</td>
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<td>Ensures information is communicated to all the appropriate people</td>
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<td>Provides feedback to more senior colleagues effectively, providing justification where necessary</td>
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<td>Uses the correct method of communication, depending on the message and the audience</td>
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<td>Anticipates objections in dialogues and prepares convincing responses</td>
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<td>Delivers difficult messages with tact and sensitivity</td>
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<td>A precise and accurate communicator both orally and when writing</td>
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| Developing & Applying Expertise |
Takes advantage of opportunities to develop an area of expertise
Takes learning from previous experience and applies them appropriately
Demonstrates willingness to learn new skills and/or approaches

**Working with Others**
- Regularly shares information of value with colleagues
- Shows commitment to delivering on key agreements made to colleagues
- Makes an effort to view a situation from the other party’s perspective as well
- Demonstrates awareness and sensitivity to colleagues’ pressures
- Utilises networks to ensure similar goals are achieved collaboratively
- Develops long term relationships across cultures and/or geographical boundaries
- Uses relationships to identify the best people to help in the completion of tasks
- Tactfully deals with difficult people to gain buy-in and manage their expectations

**Adapting & Innovating**
- Recognises opportunities for improvement and proposes change with impact and effect
- Helps others evaluate and strengthen ideas
- Quickly grasps new concepts and how to apply them
- Demonstrates flexibility e.g. by working beyond own remit in order to achieve an objective inter alia
- Will effectively re-organise activities when faced with changing contexts and demands
- Welcomes and adapts to new ideas and/or approaches
- Adapts personal style to meet the needs of others

**Accountability**
- Takes ownership of assigned tasks, honours deadlines.
- Ensures timely delivery of outputs within defined cost and quality standard parameters

April 2021