

# Job Title: Senior Internal Communications and Engagement Officer

### **Grade:** C

### **Directorate: Engagement**

### Job Purpose

* To deliver internal engagement and communications as set out in our plans.
* To work with colleagues in the team to plan and sequence communications effectively.
* Working largely independently, though with support from senior colleagues where necessary, to run and deliver medium sized projects, ensuring they contribute to CQC’s strategic goals as well as each project’s own aims.
* To work as a team member supporting colleagues and contributing to projects and developments.
* To lead and support delivery of internal communications channels as set out in objectives.

### Accountabilities

* Support the maintenance and development of CQC’s corporate communication channels, including the intranet.
* Manage team inboxes as set out in objectives, dealing with queries within agreed timescales, supporting colleagues across CQC.
* Design, develop and publish content for CQC’s internal communication channels. Working with colleagues to agree key messages.
* Ensure employee voice is represented through our channels on a wide variety of subjects.
* Develop relationships with key business/content owners.
* Have the appropriate knowledge, skills, and experience to actively promote diversity and equality of opportunity, treat everyone with dignity and respect and avoid discrimination and act in accordance with CQC Values & Behaviours.
* Take an organisation-wide view when putting together engagement and communication plans so that deliverables and messaging not only support the project’s goals but support CQC’s overall strategy.
* Contribute to work outside the internal communications and engagement team, working largely independently and representing the internal engagement team on cross-directorate projects.
* Contribute to the continuous development of our internal communication and engagement output by working with colleagues in different directorates to gather intelligence and insight.
* Ensure the communications we produce adhere to the CQC style guide, principles of plain English, and accessibility standards.
* Provide editorial advice and guidance to ensure materials for colleagues are of a high and consistent standard, and serve to improve the reputation of CQC, as well as conveying information to relevant audiences.
* Measure success of campaigns and channels as set out in team evaluation framework.
* Deputise for Internal Communications and Engagement Leads as necessary.

### Specific skills and experience

#### Essential

* Excellent written and verbal communicator with an interest in/passion for excellent internal engagement.
* Confident writer and editor with an understanding of how to produce accurate, engaging and accessible content for an internal audience.
* Strong organisational skills.
* Stakeholder management and influencing.
* Strong knowledge and experience of working within a dedicated communications role.
* Experience of running engagement and communication projects.
* Good knowledge of the use of different engagement and communication channels and the pros and cons of each.
* Strong knowledge of internal engagement and communication theory and practice gained from working in a communications related environment.
* Able to offer guidance and mentoring to other team members.
* Strong editorial and commissioning skills.
* High level organisation skills able to work as part of a team or independently
* Highly effective communication skills both in written and verbal format.
* Highly effective networker and relationship and stakeholder management skills.
* Good understanding of the use and purpose of different channels and different types of internal audience.

#### Desirable

* Understanding of CQC and the regulatory environment is desirable.
* Demonstrable knowledge and experience of using different media and IT packages. E.g., SharePoint, Photoshop, Microsoft Office.

### Values and Behaviours

#### Excellence

In my work for CQC:

* I set high standards for myself and others, and take accountability for results.
* I am ambitious to improve and innovative.
* I encourage improvement through continuous learning.
* I make best use of people’s time, and recognise the valuable contribution of others.

#### Caring

In my work for CQC:

* I am committed to making a positive difference to people’s lives.
* I treat everyone with dignity and respect.
* I am thoughtful and listen to others.
* I actively support the well-being of others.

#### Integrity

In my work for CQC:

* I will do the right thing.
* I ensure my actions reflect my words.
* I am fair and open to challenge and have the courage to challenge others.
* I positively contribute to building trust with the public, colleagues and partners.

#### Teamwork

In my work for CQC:

* I provide high support and high challenge for my colleagues.
* I understand the impact my work has on others and how their work affects me.
* I recognise that we can’t do this alone.
* I am adaptable to the changing needs of others.