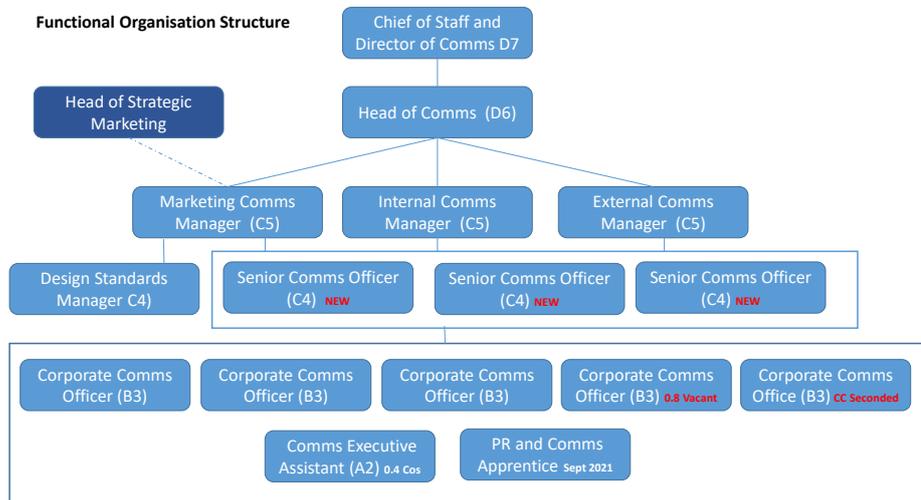




Role Profile

Role Title	Senior Corporate Communications Officers
Business group and team	Chief of Staff
Job Purpose Overview	<p>The purpose of the Corporate Communications function is to deliver effective communications which support and help to deliver the FCDO Services strategy via the 5 key communications disciplines (Government Communication Framework):</p> <ul style="list-style-type: none">• External Affairs – building and maintaining relationships with influential individual and organisations for public benefit• Internal Communication – informing and engaging staff in delivering priorities and supporting organisational and cultural change, maximising performance and delivering business strategy most effectively• Strategic Communication setting, co-ordinating and guiding the implementation of activity, based on insight as part of an overarching plan to deliver against agreed priorities to measurable effect• Media – a proactive and reactive handling of the press, relationship management, content creation and insight evaluation• Marketing – raising awareness of policies, influencing attitudes and behaviours and supporting the operations of services <p>The Senior Corporate Communications Officers, working cohesively as a cross-functional resource pool will play a key role in supporting the C5 Corporate Communications Managers to deliver external affairs, internal, strategic, media and marketing communication disciplines.</p> <p>This cross-functional structure will support efficient and effective resource management and learning and development across the five key communications pillars set out above.</p>
Organisational position	

Functional Organisation Structure



Date Updated	18-Aug-21		Updated By	CW/PS/SP/SD	
Current / Applied Grade	New / C4	Job evaluation date	September 2021	Confirmed grade	C4

JOB REPOSNSIBILITIES

Main responsibilities, focusing on the required outputs:

Act as a communications specialist in at least one of the five core communication disciplines outlined above, and contribute and flex as necessary to other parts of the operation by developing skills in other areas. The ambition of the Senior Corporate Communications Officers is to be trusted advisors on communications in FCDO Services, working autonomously in direct partnership with leaders to design, implement and engage staff in delivering departmental priorities, and support organisational and cultural change.

The Senior Corporate Communications Officers will drive the implementation of discreet elements of the approved FCDO Services Communications Strategy, enhancing the quality and impact of our internal and external communications and marketing effort through the use of digital technology, producing the visual, engaging and easier to access collateral essential to our organisation’s standing as a technology leader.

Strategic planning and implementation of projects, initiatives and marketing campaigns together with the provision of advice on communications and marketing procedures or processes and recommending alternative courses of action to stakeholders and colleagues across FCDO Services on communications and marketing matters are a significant element of the roles.

Working autonomously under the guidance of the C5 Corporate Communication Mangers, the Senior Corporate Communications Officers will design, cost, implement and maintain initiatives that will improve the way communications and marketing collateral are delivered in line with our approved strategy.

Areas in which the Senior Corporate Communications Officer will excel include:

Internal Communications

- Support Senior Management to draw on audience insight to develop innovative internal communication strategies, selecting the most appropriate channel mix and ensuring content is both topical and timely
- Communicate using approved styles, methods and timing, including digital channels, to maximise understanding and impact

- Establish relationships with a range of stakeholders to support delivery of business outcomes. Work with commercial experts in engaging effectively and intelligently with delivery partners in order to define and / or improve service delivery and discreet elements of policy.
- Provide best practice advice and guidance to colleagues / business partners on writing clearly for target audiences
- Manage online events including podcast, live chats, broadcasts, blogs, and social media posts (including Yammer).
- Edit, revise and optimise copy and content, independently, without recourse to senior management according to latest search engine optimisation best practice, for use/reuse in digital channels
- Manage and co-ordinate all activity in internal communication plans, including deploying resources and managing risks
- Provide expert advice, support and clarification to managers to ensure they are confident in delivering key messages and to strengthen the internal communication cascade
- Develop proposals to improve the quality of service with the involvement from a diverse range of staff, stakeholders or delivery partners
- Support the internal communications manager in developing and delivering the overall evaluation approach for communication, using relevant tools and guidance (such as GCS guidance 'Evaluating Government Communication Activity')
- Develop and lead on appropriate dashboards to support timely effective evaluation
- Ensure all digital communications activity is developed in line with best practice and meets the latest requirements set out in the Digital Accessibility Standards.
- Monitor, evaluate and report on the effectiveness of FCDO Services digital and social media channels.
- Monitor and continually audit digital content to ensure it is relevant, up-to-date and consistent with corporate identity.
- Support B3 / A2 and Apprentice resource in developing their drafting and digital communication skills

External Affairs

- Build and maintain relationships with influential individuals and organisations for the public benefit in line with agreed senior management policy and strategy.
- Gather intelligence from key stakeholders and build successful partnerships to amplify communications and reach target audiences
- Provide sound advice on stakeholder engagement strategies, and manage elements of these strategies once agreed
- Engage with media and press on stories and campaigns which promote our work and initiatives
- Work with senior management, FCDO and other partner agency communications teams to deliver media and external affairs content
- Develop and distribute media briefs including key messages and proactive / reactive response lines, in co-ordination with FCDO Newsdesk.
- Build relationships with other governmental press and communications teams.
- Manage and co-ordinate all activity in external affairs plans, including deploying and managing resources and risks

Marketing

- Work with the Marketing Communications Manager to design, produce and deliver effective marketing campaigns and collateral.
- Alongside Head of Strategic Marketing and Marketing Communications Manager, contribute to and deliver the FCDO Services Marketing Strategy.
- Help design strategic campaign plans in line with the Corporate Plan and Sector Strategy.

- Proactively update and maintain websites, ensuring content is regularly reviewed and new content is published using content management systems
- Operate the content management system for websites, without recourse to senior management, keeping the sites updated and ensuring the website accurately reflect the services offered by FCDO Services
- Design and produce graphics for relevant content on the site, supporting the delivery of the team content strategy
- Lead the implementation of new / updated website builds, ensuring there is a smooth transition from the old website to the new
- Monitor traffic to the website using analytical tools and contribute to regular reports for the team and other colleagues on statistics and key performance indicators; contribute to quarterly reports to the Executive Management Board
- Comply with best accessibility practice (Public Sector Accessibility Regulations 2018)
- Manage and co-ordinate resources and risks in the design, implementation and maintenance of website / Internet content
- Enhance awareness of FCDO Services through the effective management and monitoring of social media channels, posting relevant and engaging content in line with the content and corporate strategies
- Produce graphics, videos and animations to better engage audiences across digital channels
- Help deliver an approved content strategy for social media to support further promotion of FCDO Services' brand and values and spread messaging on this work / activity
- Ensure all copy is optimised for search engines and teaching others
- Monitor and appropriately respond to all comments received via social media, in line with social media policy
- Create branded videos, animations and graphics to complement communication campaigns for internal and external audiences
- Edit and subtitle videos for use internally and externally
- Provide support to colleagues in design and production of branded material
- Oversee the development of new digital platforms – including developing ways of gathering and analysing user research and analytics to support an on-going programme of web developments.

Strategic Communications

- Assisting / supporting the Head of Corporate Communications and Corporate Communications Managers on:
 - Insight of audiences , channels and context (segments, etc)
 - Developing strategy and providing strategic advice on communications priorities
 - Long-term horizon scanning for the department, including identification of risks / opportunities
 - Steering the delivery of elements of FCDO Services strategies and plans
 - Evaluating activity and ensuring demonstrable outcomes
 - Carrying out research to understand audiences and impact of communication
 - Maintaining and developing planning and campaign grids

Manage Resources

The functional and task-related management of B3 resource will be through a matrix structure with objectives and deliverables set in response to the agreed strategy and associated programme of work.. Agile teams of C4 and B3 resource will deliver against departmental priorities. A traditional line management structure will also be in place for reporting purposes.

QUALIFICATIONS, KNOWLEDGE, EXPERIENCE AND SKILLS

Essential : [In line with Government Communications Framework] – All disciplines. Details can be found here in the following link ⇒ <https://gcs.civilservice.gov.uk/publications/career-framework/Government-Communication-Service-Career-Framework.pdf>

- Excellent writing, presentation and interpersonal skills
- Strong analytical skills
- Understanding of internal and external communications, appropriate channels and employee engagement best practice
- Able to influence senior leaders, stakeholders, build and maintain constructive alliances
- Experience in designing or implementing communication strategies/campaigns (or equivalent experience)
- Knowledge of digital and social tools
- Experienced in and passionate about engaging audiences through video, graphics, photography and animation and have the technical skills to create digital assets.
- Innovative / creative flair for creating digital content, and an understanding of analytics and, where necessary, search optimisation (SEO) techniques.
- Strong planning and organisational skills with an ability to manage competing priorities, and changing deadlines
- Diplomacy, customer relationships, decision-making, copywriting, proofing, editing, creativity, web-based technology, coaching,
- Strong IT skills across main MS Office applications (Projects, PowerPoint, Word, Excel).
- Experience of strategic planning, the use of horizon scanning tools to gather and synthesise information to inform the plot for core narratives and activities.
- A willingness to travel to locations at Hanslope Park / King Charles Street as and when required, and occasionally UK and international travel.

Desirable:

- Level 4 qualification gained in a relevant discipline
- Civil Service / Government experience
- Understanding of behavioural change communication
- Previous experience of line managing / developing others

CORE BEHAVIOURS

Top three for job:

1. Communicating & Influencing
2. Working Together
3. Delivering at Pace

CRITICAL SUCCESS FACTORS

Success measured and evidenced by:

- Excellent Business Partnering and relationships across the business which positively builds the reputation and expertise of the Corporate Communications function
- Creation of engaging and innovative communications media for FCDO Services, Senior Managers and business partners
- Promotion of the Corporate Communications function within FCDO Services

Budget Responsibility? Y/N	If YES, how much: £ 1000-5000 per annum	If NO can they authorise payments? Y / N
Reports to: (Role Title and Grade)	C5 Corporate Communications Manager	

**Direct Reports:
(Number and grades of staff)**

Minimum of 1 (B3/A2)