

Job Description: Senior Adviser – Internal Communications

Reports to: Assistant Chief Executive

Directorate: Chief Executive

Grade: Grade 6

Responsible for: tbc

Job summary:

The Senior Adviser Internal Communications role will lead the strategy to ensure impactful, clear, consistent, and aligned communications that support the LGA's corporate ambitions. You will foster a cohesive, informed workforce, enhance internal channels, and promote the LGA's values, while providing strong leadership within your team and the wider organisation.

As Senior Adviser – Internal Communications you will:

1. Develop, implement, and evaluate a first-class internal communications strategy that supports the LGA's mission, strategic objectives and ambitions.
2. Manage and oversee all internal communication channels, ensuring messages are meaningful, consistent, timely, and accessible.
3. Manage and enhance internal communication channels, including intranet, newsletters, briefings, and events, ensuring they are accessible, engaging, and impactful.
4. Lead and mentor the internal communications team, fostering a culture of innovation, collaboration, and continuous improvement.
5. Monitor and measure the effectiveness of internal communication activities, making data-driven improvements.
6. Act as a trusted advisor to senior leaders on internal communications matters, offering guidance on best practices and emerging trends.
7. Ensure that internal communications reflect the diversity and inclusivity values of the LGA.
8. Drive the adoption of digital tools and platforms to enhance internal communications, ensuring they meet the needs of a diverse workforce.
9. Be an exemplar of the LGA's Manager's Standards and associated values and behaviours to ensure corporate image and reputation are held in the highest esteem by all and drive an inclusive culture so that the LGA is a place where people love to work and develop their knowledge and skills.

As a professional lead you will work across:

1. Communications
2. HR
3. IT

Post number:

Relevant Contacts:

LGA

- Assistant Chief Executive
- Chief Executive and Senior Management Team
- HR, IT, and External Communications teams
- Directors and Managers across the LGA
- Internal communications team members
- All LGA staff

External

- Communications professionals in local government and public sector organisations
- External consultants and agencies
- Relevant professional bodies and networks

Post number:

Person Specification: Senior Adviser - Internal Communications

Qualifications

- Degree in Communications, Public Relations, Journalism, or a related field, or equivalent experience.
- Professional qualifications in internal communications or a related discipline are desirable.

Knowledge and experience

- Extensive experience in internal communications, preferably within the public sector or a large, complex organisation.
- Proven track record of developing and implementing successful internal communications strategies.
- Experience in leading and managing teams, with a focus on developing high-performing communication professionals.
- Strong understanding of change management principles and the role of communications in supporting organisational change.
- Knowledge of the local government sector and the challenges and opportunities facing local councils.

Skills and abilities

- Excellent written and verbal communication skills, with the ability to craft clear, engaging, and persuasive messages.
- Strong leadership and people management skills, with the ability to inspire and motivate a team.
- Strategic thinking with the ability to align internal communications with broader organizational goals.
- Proficient in using a range of internal communication tools and platforms, including intranets, email newsletters, and digital media.
- Strong interpersonal skills, with the ability to build relationships and influence at all levels of the organization.
- Ability to manage multiple projects simultaneously, delivering high-quality work under tight deadlines.
- High level of political awareness and sensitivity
- High level of attention to detail
- Ability to lead, inspire and motivate others
- Integrity and credibility with politicians, senior managers, key stakeholders and staff.
- Able to deliver and lead others under pressure, prioritising work against competing demands to meet deadlines.
- Highly developed written and oral presentation skills with ability to present complex ideas in a clear and comprehensible way.
- Personal drive and commitment to the LGA priorities
- Positive, flexible and responsive, with a dynamic and creative approach to problem solving
- Ability to negotiate with and influence a wide range of stakeholders
- High level awareness of media and presentational issues, and ability to work with politicians and media professionals to shape and project credible public positions.

This job description is intended to outline the key responsibilities and qualifications of the Senior Adviser – Internal Communications at the LGA. It is not exhaustive and may be subject to change in line with the needs of the organisation.

Post number: