
Job Holder: Head of Internal Communications and Engagement

Reports to: Human Resources Director

Grade: PM3

Safety Status: Non-safety critical

Date version agreed: 16 February 2018

1. Job Purpose

- The Internal Communications and Engagement Manager is responsible for developing and implementing a communication and engagement strategy based on intelligence from communication audits and employee surveys as well other means to maintain and improve internal communication and employee engagement.
 - Measure the effectiveness of internal communications messages and engagement channels on an ongoing basis, providing accurate and meaningful MI and make recommendations to review and amend the strategy as appropriate.
 - Providing company-wide communications with functional perspectives (e.g. sales, train crew briefs, announcements etc. including visuals and templates for consistent brand communication.
 - Manage the day-to-day internal communications and engagement activities maintaining a strong employer brand for WMT, including impactful and fit-for-purpose publications, intranet, internally focused social media and supporting collateral.
 - Ensure that the WMT communication outputs are of a high standard, respond to the needs of the target audience, and are delivered within agreed budget and timelines.
 - Build on existing and develop new relationships with key stakeholders, key decision makers, group organisations and others.
 - Ensure WMT has the technical platform capability to be agile, professional proactive and reactive in delivering a variety of inspiring communication and engagement initiatives.
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3. Dimensions

A. Financial:

Budget of £185k in 18/19 falling to £88k per annum thereafter

B. Staff:

Directly Responsible for 2 staff – an Engagement Manager and a Communications Manager

C: Others:

Fully responsible for adhering to Communications and Engagement budgets and compilation of business cases

4. Principal Accountabilities

- Supports the HR director in determining and implementing a compelling WMT Communications and Engagement strategy to ensure the delivery of business objectives and an 80% engagement score supported by a team of 2 including an engagement and communications practitioner.
- Develop, deliver, deploy and review key communication and engagement sub strategies ensuring commitment from leaders to help embed Vision, Values and Strategy across the organisation through a variety of channels. Ensure communication and engagement is effectively integrated and embedded in other plans and initiatives.
- Tap into projects and activities across the business and capitalise on potential engagement and communication messages identifying opportunities to lead and support change projects as required and provide expert advice on internal communications and employee engagement to functional leads

- Responsible for all internal communications channels and their management and development including the intranet, employee meetings and events, senior management meetings, weekly and ad-hoc updates, poster campaigns and internally focussed social media
- Responsibility and custodian for the internal messaging brand, with particular reference to the Employee Value Proposition. This includes leadership and development of the Ambassador Award Scheme and Charitable Giving.
- Develop a plan for increasing the number of engagement champions across the business including techniques to connect them to the business, make them feel important and properly utilised.
- Responsible for measurement of employee engagement in WMT through the annual survey and pulse surveys including question sets, branding, communication, data collection, hierarchy building and post-survey action planning with functional leads
- Support the attainment of Investors in People, 6 Sigma and EFQM and work in partnership with functional leads to drive improvements in these key areas
- Manage and maintain relationships with external suppliers and third-party contracts where applicable to maximise value.
- Working closely with the recruitment and development teams, re-create our approach to staff induction and on-boarding making it a valuable and exciting new employee experience.
- Represent the Company at Abellio Group forums on Internal Communications and Employee Engagement
- Manage Internal Communications and Engagement staff as required to deliver comprehensive support services of the highest standard which support internal communication and engagement strategies.
- Work across the external communications team from time to time helping out external and stakeholder relations colleagues where necessary, and undertake any other duties commensurate with the grade and post and as required.

5. Context

A: Operating Environment:

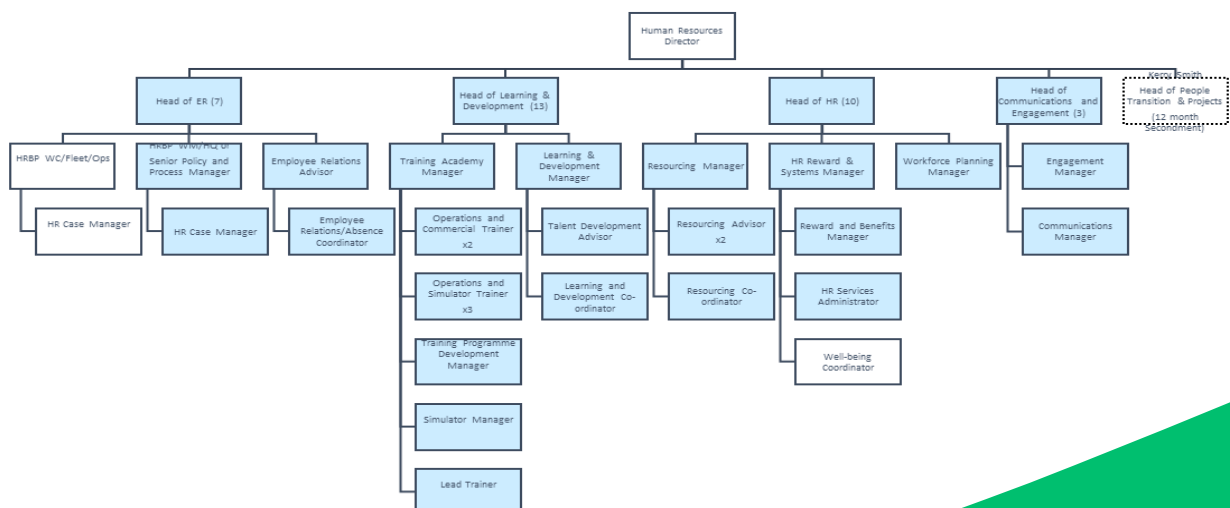
- Ensuring communications and engagement has visibility across the business, ensuring it delivers in line with business plan and communications and engagement strategy
- Ensuring best leverage of cash available through robust plans and business cases
- Best practice communications and engagement activities to stimulate a traditional workforce

B: Framework and Boundaries:

- Ensuring that engagement activity is high up the agenda in an operational environment with challenging industrial relations
- Appealing to a variable workforce who are digital and non-digital
- Becoming one voice using a variety of media for a hard to reach workforce

C: Organisation:

Please see organisation chart



6. Relationships

A: Reporting lines

The role reports to the Human Resources Director

B: Other Contacts:

The role interfaces with the Executive and the top 40 as well as other key internal stakeholders and touches the 2,500 strong workforce

Outside the Company:

External stakeholders comprise mainly of Abellio Group and Abellio Operating Company contacts as well as industry bodies.

7. Knowledge and Experience

- Degree in relevant discipline with qualifications in communications
 - Five years' experience in a communications, marketing or journalist role with engagement experience
 - Experience in project management with a proven track record of delivering on objectives
 - Experience of developing and implementing engagement, advocacy or marketing communication campaigns
 - Experience of representing an organisation internally and to the public or/and media
 - Exposure of a traditional working environment
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8. Job Challenge(s):

- An attitude that is geared towards finding solutions to complex problems through working positively with staff and in strong collaboration with your internal customer base and wider stakeholders
 - Experience of setting, managing and advising on budgets
 - Skills in leading, coaching and managing staff
 - Exceptional interpersonal and presentation skills
 - Excellent communication, internally and externally with the ability to communicate complex information clearly and concisely
 - A strong working knowledge of the latest developments of communications and engagement
 - A commitment to your own and others personal development
 - Able to demonstrate personal resilience
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9. Additional Information

- Excellent written and verbal communication and presentation skills
 - Attention to detail and strong organisational skills
 - Ability to work calmly under pressure and within a small dynamic team
 - Excellent interpersonal and networking skills
 - Ability to manage a complex workload and work to tight deadlines
 - Standard office ICT skills, including social media
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10. Sign off

Job Holder:..... **Date:**.....

Manager:..... **Date:**.....

Nominated Deputies



If this is a KEY SAFETY POST (2D is "checked") a Nominated Deputy must be identified. The job holder must ensure that the Nominated Deputy receives a copy of, and is briefed on, this Job Description.

Job title of Nominated Deputy:

Name of Nominated Deputy:

Signature of Nominated Deputy:

Date:

As the Nominated Deputy for this post, I confirm that I have been briefed on the requirements of this job. If there are more Nominated Deputies they should sign further copies of this Job Description.