



ROLE PROFILE

Job title	Internal Communications Manager
Reporting to	Director of HR

Role family	Management responsibility:	
Communications	Does this role have management responsibility for others? Yes	Manager/Specialist

Overall purpose of role

To lead the internal communications programme that delivers the change within ICAEW necessary to delivering our new strategy and brand. This will help:-

- Drive greater collaboration between and across departments
- Encourage innovation across the organisation
- Ensure ICAEW becomes an agile organisation, allowing us to adapt quickly and respond positively to changing requirements
- Disseminate good practice

Main responsibilities of role

- Develop and maintain an internal communications strategy that engages staff in the delivery of ICAEW's strategy
- Manage the senior internal communications executive
- Provide counsel to ICAEW's chief executive, director of HR and other members of the senior management team on the internal communications programme to ensure information is disseminated effectively and in a timely manner to staff at all levels within the organisation
- Maintain induction resources for staff to provide a clear narrative of who we are and what we do
- Liaise closely with all areas of across ICAEW in order to ensure that internal and external communications are co-ordinated and ensuring that messages communicated externally are also shared in appropriate form with staff
- Maintain and evolve communications channels to staff, including alerts, newsletters and the intranet
- Undertake internal and external communications projects across the organisation as these arise.
- Ensure that the ICAEW brand story and values are always at the heart of our internal communications programmes
- Specific duties will vary from time to time in line with the business needs

BEHAVIOURAL COMPETENCIES

The behavioural indicators listed under each competency are indicative of the types and levels of behavioural competence expected for the role. This is not an exhaustive list however, to be in line with these expectations staff should demonstrate a broad range of these behaviours, with no serious omissions.

ACT RESPONSIBLY

Level 2

- Ensure that processes are in place to meet agreed service standards.
- Balance the needs of individual stakeholders with the needs of other stakeholders.
- Challenge poor service focus in others.
- Make suggestions of how the team's service to stakeholders could be improved.
- Look ahead to anticipate what stakeholders might need and plan accordingly.
- Proactively seek feedback from stakeholders and use this to improve services.

Level 3

- Work actively to increase the overall value of our brand.

BEHAVE WITH INTEGRITY

Level 2

- Set and communicate high standards of behaviour and lead by example.
- Monitor the behaviour of others to ensure high standards are maintained and rewarded.
- Confront conflict and deliver difficult messages in a sensitive and constructive way that leads to resolution.
- Be prepared to make tough decisions in the wider interest of ICAEW, the profession or the public.
- Consider all sides of an issue before formulating your own views.
- Demonstrate flexibility of style, approach and timing when influencing others

Level 3

- Establish strong credibility based on honesty and consistency.
- Demonstrate ICAEW's values

CREATE EFFECTIVE PARTNERSHIPS

Level 2

- Set clear objectives and priorities for the team and support the team to achieve them.
- Actively monitor and review the performance of your team, making changes and addressing any barriers as needed.
- Promote team working through actively encouraging involvement and discussion in decision making.

- Delegate responsibility and decision making to ensure the best use of resources and the development of skills.
- Understand the bigger picture beyond your own team/area.
- Maintain focus and optimism under pressure.
- Ensure that people are recognised and rewarded for achieving results and demonstrating desired behaviours.

Level 3

- Demonstrate cooperation, collaboration and partnership behaviours.

DELIVER THE HIGHEST STANDARDS

Level 2

- Set appropriate quality standards and continuously monitors the team/area's work to ensure quality standards are being met.
- Identify or adapt ways in which working processes can be streamlined to achieve higher levels of effectiveness.
- Learn from success and failures to improve working practices.
- Ensure any complaints are fully investigated and resolved.
- Consult stakeholders to ensure that products and services meet high standards.
- Take responsibility for identifying and ensuring that the team's learning and development needs are met.
- Ensure continuing professional development, and participate in relevant professional networks

Level 3

- Lead by example in demonstrating a commitment to delivering the highest professional, technical and ethical standards.

ROLE SPECIFIC TECHNICAL COMPETENCIES

- Good standard of education
- Communications, PR or Marketing qualification is desirable but not essential.
- Experience of working in a communications or marketing environment.
- Experience in developing and implementing a communications programme across functional boundaries in a large organisation.
- Previous experience of managing staff
- A good track record in utilising a range of communication tools and channels effectively.
- Excellent communications skills (written and oral).
- Demonstrable experience of working with and influencing senior managers in a large organisation.
- Highly developed interpersonal skills, including excellent organisational and time management skills.
- Excellent project management skills and demonstrable experience of managing