Job Description – Internal Engagement Officer (PB5)

Job summary

Forestry England's national Internal Engagement Team of six communications experts sits within the wider engagement function. We work across the whole country to ensure our staff are well-informed and engaged in Forestry England's purpose. As well as important corporate information and supporting our staff to remain safe and well, we also share success and help to build a sense of pride and belonging.

You'll be the team's go-to technical expert for Forestry England's intranet and other digital internal channels. This means you'll handle any day-to-day technical requirements while helping shape how we engage with our people. You'll know your way around the tech, but you'll also work closely with the wider team to make sure our internal engagement works well for everyone.

The team manages Forestry England's internal engagement across multiple channels for our geographically spread-out organisation of around 1,500 staff. Our Wordpress intranet is our number one internal channel – in 2024-25, it had 3.1 million page views, with 152 news stories, 135 blogs and 438 notices published that year.

Your role provides essential technical and operational support, enabling other team members to focus on strategic communications. You'll work within established practices, but we expect you to use your initiative to improve how we do things.

Key responsibilities & accountabilities

Keeping the tech running and developing it

- You'll be a go-to person for our intranet and other internal digital channels. That means helping people across Forestry England get the most out of the platform, sorting out any technical issues, and working with our supplier on improvements and developments. You'll train new users, keep guidance up to date, and provide ongoing support when people need it. You'll also handle the technical side of webinars, such as simple editing, managing transcripts and getting videos published afterwards.

Planning and editing content

- You'll manage content planning for the intranet, making sure content is scheduled and the workflow runs smoothly. You'll review, approve and publish page updates from across the business, checking they follow our editorial and brand guidelines. You'll occasionally work on wider intranet content, such as news and blogs as and when required.

Supporting the team and the organisation

- You'll work with our team admin officer to manage incoming requests in our team mailbox, making sure things get to the right people quickly. You'll support internal engagement activities that help us meet our organisational goals, including helping with national staff briefings.

Working with others

- You'll collaborate with the Internal Engagement Team to support the delivery of effective communications and engagement campaigns across different channels.
- You'll share knowledge, help colleagues with technical questions, and collaborate with the Forest Services' and Forest Research Internal Engagement teams on content planning and alignment.
- You'll work closely with teams like Knowledge and Information Management (KIM) and IT. You'll collaborate with these teams on internal engagement planning, and reviews and improvements, including looking at our channels and testing new technology. You'll step in for the Internal Engagement Manager at project meetings at their request and let the team know what's discussed.

And any other tasks, reasonably requested by your line manager.

Skills, knowledge & experience

Essential professional and technical experience

- Experience managing content management systems or intranets – you should know how to troubleshoot problems and support users. Experience of Wordpress sites would be a plus.
- A communications professional with strong editing skills – you can review, edit and publish content to a professional standard, applying our house style.
- Experience planning content and managing workflows.
- Great organisational skills – you can juggle multiple things and meet deadlines
- Strong communication skills – you can explain technical things in ways non-technical people understand.
- Experience of video editing and basic photo editing.
- Confident in using Microsoft 365 applications to carry out your work.
- An excellent knowledge of SharePoint and how it can be used to support the business with internal engagement and collaboration.
- Experience working as part of a communications team.
- Competent at using AI tools and an understanding of how they can support yours and others' work.
- The ability to work independently within guidelines, knowing when to ask for help.
- Good IT skills and confidence picking up new digital tools.
- At least three years' relevant experience showing you have the knowledge and skills for this role.

Desirable professional and technical experience

- Internal engagement experience
- Knowledge of accessibility requirements for digital content
- Experience supporting face to face and digital events such as webinars
- Experience working with external suppliers or agencies
- Understanding of communications principles and best practice
- Experience using WordPress
- Awareness of the Government Communications Service (GCS) standards and ways of working.

Qualifications

Essential

- A BTEC (HN) or 2 A levels or equivalent

Desirable

- A relevant communications or marketing qualification