

## Job description - Internal Engagement Officer (PB5)

### Job summary

Join our passionate team who love to share our enthusiasm and want to make a positive difference for you and the environment.

This role will promote the work of Forestry England and tell the story of how we use our scale and expertise to grow and care for the nation's forests for this generation and the next. Reporting to the Senior Marketing and Communications Manager but working with multiple teams and liaising closely with colleagues to create engaging and dynamic content that supports and promotes our activities.

This will include supporting delivery of the wider marketing and engagement strategy, increasing awareness of how we care for amazing places and incredible wildlife because of the timber we produce.

The role will deliver internal communications, making sure that Forestry England's national strategy, messages and values are communicated effectively to staff across the south district.

You will work well within a small local team and be capable of building good relationships and support the business with communications for change programmes and projects.

### Key responsibilities and accountabilities

Undertake proactive internal and external communications to support business operations across the district and manage reputational risk.

Support change programmes, projects and the roll-out of new systems by developing and implementing communications plans.

Create online content across multiple internal and external channels, ensuring posts are up to date, engaging and on brand.

Collaborate with colleagues in the local Communications and Marketing Team to produce content that includes milestones achieved, relevant stories and spread the message about good practice/news that gives a flavour of current work.

Plan, write and edit engaging content for regular issues of:

- District News: to bring our work to life and create a sense of pride and belonging, and keep the local team informed of staff changes
- Staff briefings, articles and vlogs: to update the district team on the work of Senior Leadership Team and important information sharing



Deliver communications with consistency in Forestry England's tone and style, which is inclusive and promotes a 'one-team' approach.

Be the point of contact between national and district teams in relation to internal communication initiatives, providing feedback, suggestions and seek ways to better engage local staff with national messaging/briefings etc.

Support the planning and delivery of staff briefing events and team away days.

Support the continued delivery of actions relating to the Staff Survey, promote these initiatives amongst local staff and look for opportunities to increase engagement with future surveys.

Provide other ad hoc support to the wider team, and Senior Leadership Team of South District. Supporting with communications for a variety of projects.

### **Skills, knowledge and experience**

#### **Essential professional and technical experience**

- Proven experience in communications roles, including content creation and delivering internal communications plans.
- Good organisation and prioritisation skills, alongside a flexible approach.
- Excellent written and verbal communication skills, with the ability to create engaging content that resonates with diverse target audiences
- A track record of effectively managing and prioritising complex workloads, including projects
- A creative thinker with the ability to generate new ideas and concepts
- A collaborative and team-focused approach, with the ability to build strong working relationships with internal and external stakeholders
- Competent IT user with experience of MS Office, including Teams, Sharepoint, Word, Excel and Outlook.

#### **Desirable professional and technical experience**

- Good project management skills, with the ability to manage multiple projects simultaneously
- Professional experience with a range of partners and channels, including digital and broadcast.

### **Desirable qualifications**

Degree and/or professional qualification in communications, or relevant experience in change management communications and/or relevant communications work area.

