

London Borough of Lewisham

Job description

Job:	Internal Communications Apprentice
Grade:	Apprentice
Reports to:	Internal Communications Manager
Directorate:	Chief Executive's Directorate
Division:	Communications and Engagement

Main purpose of the job

The successful applicant will work across a wide range of internal communications projects, supporting the Internal Communications Manager to inform and engage staff across the Council, with a particular focus on our Housing directorate.

- To contribute to and support the delivery of the Council's internal communications plans. This could include writing newsletters and emails, producing video updates or briefings and helping to coordinate events.
- Use your skills as a communicator to share updates and information with our staff in an engaging and effective way.
- Help to keep our intranet pages up to date, with fresh content, including videos, photos and text.
- Work with colleagues from across the organisation – especially the Housing, and People and Organisation Development teams – to support their communications needs.
- Provide ad hoc support for other projects within the Communications and Engagement division.
- Collate information and data in an easily usable form for use in reports and updates and to contribute to the team's performance management framework as required.
- Provide support for meetings including practical arrangements, note-taking, making presentations and following up action points.
- Work flexibly, including evening and weekends, as necessary.
- Adhere to Council health and safety policies and procedures, undertake relevant training, carry out risk assessments and report near misses and health and safety incidents to ensure the safety of staff and service users.

- Carry out the duties of the post with due regard to the Council's relevant codes and procedures.

In addition:

- All employees must participate in the Performance Evaluation Scheme (PES) and undertake appropriate training and development to enhance their work.
 - The postholder may reasonably be asked to undertake other duties, appropriate to the grade, as required.
 - Consideration will be given to restructuring the duties of this post for a disabled postholder.
 - This job description may need to be amended by the directorate to meet the changing needs of the service.
 - This postholder will not supervise or manage any other employee.
 - This role does not require a DBS Disclosure.
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Person specification

Job title: Internal Communications Apprentice

Division: Communications and Engagement

(**S** = your application must fulfil these criteria to be considered for shortlisting)

Equal opportunities

- Awareness of and a commitment to equality of access and opportunity in a diverse community **S**
- Understanding of how equality and diversity relate to this post **S**

Knowledge

- A knowledge of different communications methods **S**
- An understanding of the issues facing diverse communities **S**
- Knowledge of local government, how it works and the major challenges it faces

Aptitude

- Ability to prioritise competing demands and achieve an agreed programme of work **S**
- Ability to work in a team and combine personal effectiveness with contributing to the delivery of the team **S**

- Ability to communicate effectively with people on the phone, online, face-to-face, by email and social media **S**
- Ability to generate innovative/creative ideas and effective solutions
- Ability to deal with sensitive issues with warmth, empathy and compassion

Skills

- Strong organisational and planning skills **S**
- Excellent communication and influencing skills

Experience

- Experience of managing workload in a responsive and flexible manner **S**
- Experience of working as part of a team to deliver results **S**

General education

- Strong numeracy and literacy skills

Personal qualities

- Calm, professional and discreet
- Approachable and understanding of diverse needs
- Responsive and customer focussed

Circumstances

- Must be able to work flexibly to meet the demands of the job, including out of hours working at evenings and weekends

Physical

- Generally, candidates must meet standard Lewisham Council requirements for the post

Application questions

1. Lewisham Council apprenticeships are ring-fenced to Lewisham residents. Please confirm you are a Lewisham resident.
2. Why are you applying for this role?
3. What skills do you have that you feel make you the best candidate for this role?
4. What interests you about working in internal communications, particularly within a local council setting?

5. Why do you think communication within an organisation is important, and what impact can good communication have?
6. Can you tell us about a time when you successfully shared important information with a group of people? How did you make sure that everyone was informed?
7. How would you approach creating engaging content for staff who may have different roles and interests, or who work in different locations?
8. Please tell us about a time you used your initiative to solve a problem.
9. Please give us an example of when you have been part of an effective team. What was it that made the team effective and what role did you play?
10. This role involves completing a qualification while working. Please can you explain how you would effectively balance your workload and any tools you would use?
