

<b>Job title:</b>	<b>Communications Business Partner</b>
<b>Directorate:</b>	<b>Strategy, Business Intelligence &amp; HR</b>
<b>Date written:</b>	<b>February 2020</b>
<b>Notice period:</b>	<b>2 months</b>
<b>Job grade:</b>	<b>GG5 11</b>
<b>Job code:</b>	<b>4106</b>

### **Purpose of job**

To act as the primary interface between a specified business directorate(s) and the communication function to design and deliver, or commission from others, communication activities to meet business objectives and priorities and to promote a positive brand reputation among colleagues, customers, stakeholders and the media.

### **Key duties and responsibilities**

- Ensure effective coordination between a specified business directorate(s) and the communications function by clarifying business strategies and plans and translating these into actionable communication objectives, plans and campaigns
- Act as the single point of contact for all communications advice and delivery for a specified business directorate(s), working closely with, and influencing, the executive, senior leaders and managers
- Lead communications planning and oversee delivery of all aspects of internal and external communication to support the business to achieve its objectives
- Provide communications advice to leaders and managers and ensure that communications are effective and efficient
- Promote best practice and upskill business colleagues in communications by helping them to self-serve where appropriate through templates, how to guides, training etc
- Evaluate the impact of communications and make recommendations for improvement
- Act in a collaborative and supportive way at all times with other team members and colleagues in a manner consistent with Abri's values

- Produce written copy, editing and proofing as required covering a wide range of communication channels and collateral including news stories, releases, publications, reports, and internal briefings
- Support the delivery of appropriate, clear and accessible communications to our people and customers which reflect diversity, differing communication needs and maximise engagement levels amongst both office based and remote workers
- Provide support as required for the delivery of shared team communications objectives including attendance and support at corporate events, launches or campaigns
- Manage risks associated with areas under the jobholder's control. This includes personal responsibility for the accuracy and quality of any communications material produced

#### **Knowledge, skills and experience required**

- Broad communication skill base, ideally experienced in press, stakeholder, customer and internal communications
- Ability to build and maintain positive relationships with colleagues at all level
- Able to clarify business priorities and translate these into communication objectives and activities
- Strong influencing and negotiating skills
- Ability to prioritise and manage competing demands
- Positive, highly motivated and solutions-focused
- Uses evidence to define and evaluate the impact of communication strategies and plans
- Professional qualification in a related communication discipline
- Knowledge of audience insight tools and techniques and how to integrate strategic communications within business activities.
- Ability to provide evidence-based advice to senior colleagues.
- Demonstrates our Values and Behaviours.