Job Description

Job Title: Employee Engagement & Communications Officer
Department: Human Resources
Reports to: Group Business Manager

Job Purpose

To develop and take a lead role in delivering an employee engagement and retention strategy for the Optimo Care Group including communication, employee voice, reward management and career development, ensuring KPIs for employee retention are met.

Principal Duties and Responsibilities

Engagement

- To develop new and innovative ways to engage with employees including seeking and acting on their feedback to identify the most effective methods.
- To achieve KPIs for retention of employees and improved engagement.
- To provide approachable and professional support to employees by phone, email and in person on all employment matters or personal issues that may be impacting at work.
- To perform a buddy support role for new recruits to the Group. Engaging with them on a regular basis during their first days, weeks and months with the Organisation and acting on any areas of concern.
- To deliver a presentation at each induction session on your role and the Organisation’s commitment to engagement. This may be delivered in person or via Skype dependent on location.
- To hold regular Employee Focus Groups to seek views and feedback on key business issues. Providing a summary report of outcomes to SMT.
- To send out annual Employee Surveys to all employees and to collate responses and develop an action plan for improvement.
- To work with the Group HR Manager and Recruitment Manager to improve the overall employee experience from the recruitment process to end of employment.
- To support cultural change across the Group.

Communications

- To develop and deliver an internal and external communication strategy that includes internal communications with staff and service users and wider media.
- To develop a marketing strategy to increase the organisation’s profile locally both as a provider of services and large local employer.
- To write staff and service user newsletters, briefings, press releases, articles and web content.
- To implement and explore social media communications strategy to include Twitter, Facebook etc.
- To work across projects to ensure communication and engagement issues are identified and addressed.

Reporting
To submit a monthly report to SMT that includes:
- Measurement of the effectiveness of engagement/communication activities.
- Feedback from Employee Focus Groups and other engagement methods and suggested actions.
- Identifies key areas for improvement.
- Identifies ways in which line managers could be further developed to improve employee experience.
- Statistical information that shows progress towards KPIs.

This is not meant to be an exhaustive list. The job holder may be required to undertake such other duties as Management may from time to time reasonably require.

**Person Specification**

**Job Title:** Employee Engagement & Communications Officer

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<th>Skills &amp; Abilities</th>
<th>Essential/Desirable</th>
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<td>• High energy, passion and enthusiasm</td>
<td>Essential</td>
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- PC literate with a good working knowledge of all Microsoft packages
- Excellent interpersonal skills – friendly, approachable and professional
- A confident communicator with the ability to relate to staff at all levels and develop strong working relationships
- Ability to demonstrate confidentiality, empathy and sensitivity, especially when handling sensitive situations and information
- Excellent customer service orientation
- Excellent planning, time management and organisational skills
- Excellent written skills with attention to detail, accuracy and ability to adapt style to audience
- Good judgement and decision making skills
- Diplomacy
- Ability to influence others
- Ability to produce reports and present statistical information
- Written and oral presentation skills
- Ability to recognise the parameters of your role and seek advice and support as required
- Ability to work as part of a team

**Experience & Knowledge**

- Experience of working in a HR/Corporate Communications or Internal Communications/Engagement role
- Previous experience of successfully delivering engagement and internal communications in a fast moving, multi-site environment
- Experience/understanding of the social care sector in particular domiciliary care
- Knowledge of best practice, communications innovation, legislation and relevant codes of practice

**Education & Training**

- Educated to GCSE standard in Maths and English or the equivalent
- Educated to Degree Level
- Qualification in communications related subject or CIPD

**Additional**

- Flexible approach to working hours
- A car driver with the ability to travel as the role requires.
- Commitment to the goals of the department and Organisation as a whole