

Deliver internal communication activities through effective messaging, writing & storytelling to ensure business messages are interpreted into effective content that is clear, inspiring and relevant to all employee & stakeholder groups.

	Level 1 Eg: Entry Level - 6 months: IC Writer/Executive	Level 2 Eg: 1 - 3 Years Executive/ Manager	Level 3 Eg: 4 - 5 years Senior Manager	Level 4- 5 years plus Senior Practitioner/Head of IC / Director
Translate business messages into clear and relevant content	1. Understand business messages and be able to interpret them for an internal audience	2. Draft effective internal communications to translate business messages	3. Recommend internal communication activities (across mix of channels) to ensure business messages are delivered and interpreted effectively	
	1. Understand and follow internal approval procedures	2. Manage approvals for internal messages	3. Establish an approvals process	4. Final sign off on approvals process to ensure all content is clear and relevant
	1. Understand the need for crisis communications plan	2. Draft effective crisis communications plan	3. Create crisis communications plan and have final approval when there is a need for it to be delivered	4. Lead and advise on crisis communications
	1. Build knowledge of organisational context to ensure messages are translated and support colleagues in message delivery	2. Co-ordinate and conduct effective interviews to translate business messages for internal communication activities	3. Ability to interpret financial and organisation performance reports to internal audiences	4. Support senior leadership and CEO on effective communication and profile building, i.e. speech writing, presentation coaching and editorial support
Write effective messaging and encourage storytelling & knowledge sharing	1. Understand core principles of grammar and writing & draft internal messages that can be used across the required channels, responding to briefs from managers and/or clients	2. Demonstrate a high level of skills in writing effective news stories/content for internal communication across all formats, i.e. news/features/interviews/live presentation	3. Lead the commissioning of internal messages, effectively briefing agencies/suppliers and/or junior members of the team	4. Managing the IC function, ensuring all activities, to include writing of messages, are delivered to a high standard
	1. Understand the fundamentals of storytelling and how it can be used in an internal communication context	2. Build internal relationships for the purpose of storytelling and sharing across the organisation	3. Encourage an environment of storytelling within the organisation working with employees / agencies / clients to craft stories for effective internal communication	4. Lead & advise on the embedding of storytelling practices across the organisation to impact internal communication activities
	1. Build knowledge of information and how knowledge is shared across the organisation, i.e. between departments	2. Interpret and create activities that will support internal communications and encourage employees to share more knowledge and expertise across the organisation to ensure an informed & connected workforce	3. Create forums and coach managers/employees to implement behaviours and activities to ensure knowledge sharing across the organisation	4. Champion the importance of creating a culture that embeds knowledge sharing to achieve a more informed and connected workforce
Utilise creativity & design in IC activities and campaigns	1. Build relationships and collaborate with creative and design teams/suppliers/clients	2. Effectively brief creative teams for internal communication campaigns and resources	3. Deliver innovative & creative ideas to internal communication activities to re-energise and engage audiences	4. Establish creative and innovative standards within the organisation/team/suppliers
	1. Build knowledge of design and creative tools i.e. graphics/visual/video/illustration/infographics	2. Understand the impact of creative methods and how they are used/applied across channels and formats	3. Ensure all internal communication have high standards of design and creativity	4. Champion the importance of creativity and design to ensure internal communication campaigns are effective
Fundamentals of editing & proofreading	1. Understand the fundamental principles of proofreading and copy editing	2. Apply principles when reviewing content, knowing when stories require editing, re-writing or correcting errors	3. Ensure appropriate approval processes are in place & all content is edited and proofread to a high standard prior to communications being issued	4. Final accountability and responsibility for all internal content ensuring a high standard and within company style, gathering feedback and monitoring for improvements