

Understanding the channels, tools and technology to deliver effective internal communication with the right messages to the right audience and maintaining knowledge of trends in technology and digital communications.

	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
Knowledge of channels & how to use them effectively to deliver the right messages to the right audiences	1. Build knowledge and understanding of channels and techniques, i.e. print/digital/cascades/social/f2f	2. Manage a range of internal IC channels, ensuring the right use of channels for messages and audiences	3. Develop new and existing channels for impactful communication and engagement with employees	4. Design and lead channel audits, ensuring they are fit for purpose for the IC strategy and objectives
	1. Monitor the use of all channels and their impact for message delivery	2. Interpret employee feedback to ensure channels are used and maintained for effective messaging across all audience groups	3. Develop strategies to ensure channels offer engaging experiences for employees and respond to feedback	4. Make recommendations to senior leadership for investment and development of internal channels
Up-to-date on current technology & trends	1. Monitor and maintain awareness of developments in technology which will impact internal communication (both corporate controlled and unregulated/user generated channels)	2. Work with colleagues to develop solutions to leverage opportunities within technology & effectively embed them for the organisation's culture and IC strategy	3. Manage and interpret user trends of technology platforms (both in working/personal lives) to ensure the right implementation and strategy for the organisation's culture	4. Advocate the use of technology platforms which fit the needs of the internal audience and organisation's strategy, taking recommendations to senior leadership and embedding amongst the workforce
	1. Assist colleagues in the implementation of new technologies and channels	2. Lead the implementation of new technologies, working with IT and other departments to ensure they are delivered effectively, on time and with the internal audience in mind	3. Manage the briefing and relationship with technology suppliers and partners and relevant departments ensuring the solutions are fit for purpose and embedded effectively amongst employees	4. Draft business and investment plans for the embedding of technology partners that help create an informed, connected and engaged workforce
Seek improvements in communications tools	1. Build understanding of available metric tools for all channels/digital platforms and support colleagues in monitoring and reporting	2. Interpret metrics & deliver meaningful insights on how platforms and channels can be improved	3. Manage and recommend effective monitoring tools, ensuring they effectively evaluate the impact of internal communication	4. Utilise monitoring and metrics to support business cases for internal communication to meet the organisation objectives and employee needs
Creative use of digital platforms	1. Understand how conversations and interactions are taking place within digital platforms amongst employees	2. Identify strategies, leverage digital channels to curate and create conversations with employees, developing multi-directional dialogue	3. Monitor digital platforms and employee conversations, understanding when IC should facilitate or be owned by employees to support the culture, engagement and connecting of the workforce	4. Lead the best use of digital platforms, interpreting employee conversation and how best to be used within IC and organisational context