

Communication Specialist



Purpose: The Communications Specialist will lead and evolve the delivery of our internal communications strategy and framework so that TSB people are engaged, inspired and informed of the bank's values, purpose and focus areas.

Role dimensions

- **Reports to: Media & Communication Manager**
- **Department: Marketing**
- **Job family:**
- **Location: New Plymouth**
- **Direct Reports: 0**
- **Financial Authority: 0**

Person specifications

- A degree in communications, journalism, or related discipline
- 5-7 years in a communications, journalism, or related role
- Experience creating and delivering communication plans within a corporate environment
- Exceptional writing, grammar, editing and proofreading skills. Can present concepts verbally
- Providing specialist communication strategic advice on projects or issues
- Interpersonal relationship skills
- Experience with internal comms channels/best practice
- Can work with technical specialists
- Team player, has a positive attitude, can work under pressure.

Role specific areas of responsibility

The Communications Specialist will be a passionate advocate of internal communications and the role it plays in a high-performance organisation.

Collaborate with the Media and Communication Manager to ensure coordinated and high-quality internal communications content, ensuring a joined-up experience for TSB employees.

Recommend appropriate the internal communication channels and activities to generate organisation wide engagement, manage reputational risks and issues, plan thoughtful communications for various projects and support our people to deliver great customer outcomes.

Oversight of the twice weekly e-newsletter The Scoop for all TSB employees and management of The Source, a fortnightly e-newsletter for senior leaders. To issue additional editions as required to meet project or communication requirements

Collaborate with business partners to plan and support internal events, including creating video assets, internal communications planning and content creation

Be the business owner of the intranet at an expert level of capability to plan and publish content with technical support from Technology. Continually assess effectiveness and implement strategies to improve functionality as required.

Be the champion of the Yammer internal social media channel, promoting usage and supporting others with content suggestions, content creation or planning as required.

Be the comms expert on projects, creating integrated communications plans and providing guidance and advice on communicating changes and engaging effectively with internal audiences.

Ensure effective measurement of communications activities with a continuous improvement lens. Continually focusing on strategic thinking and ability to craft effective proactive and reactive internal communication, to support TSB to achieve its business goals and purpose.

Keep up to date with TSB bank policy and procedures while complying with health and safety policies.