



Job Title	Communications Specialist, Global Corporate Communications
Job Level	4A
Location	Richmond
Business Unit	Group Functions
Function	Global Corporate Communications
Leader	Global Corporate Communications Manager
People Leadership	N/A

Role Purpose

Implement the company’s internal and external communication strategy, ensuring the WG&S reputation is enhanced and protected amongst its key audience groups.

Responsibilities

- Work with the Global Corporate Communications Manager to evolve and deliver a world-class corporate communications strategy.
- Ensure all communications are developed in line with the WG&S corporate identity, and all written materials are consistent with the GCC style guide.
- Support senior leadership teams to translate and communicate key messages and initiatives across all business functions.
- Develop comms plans and create communications assets for key company projects within the business to a high standard and to agreed deadlines.
- Input creative ideas and share external best practice to inject fresh thinking and elevate the function's outputs.
- Support the ongoing development and creation of content for our owned channels. For example, our new industry-leading intranet, our state-of-the-art website as well as the various channels we use to communicate our company news.
- Support in the development of measurement matrix to support the delivery of effective and strategic communications to continue to build on our approach.
- Working within a fast-paced and high performing team, demonstrate the ability to self-motivate and use own initiative to progress projects and key work streams.
- Work closely with partner agencies, alone or alongside the GCC Manager.
- Have an appetite to learn and develop as part of a relatively new global and growing function that is a strategic partner to the business.
- Demonstrate behaviours in line with our diversity and inclusion aim, which is to create and promote a diverse and inclusive culture at WG&S where ideas, differences and views are respected and where all employees are encouraged to create their own personal legacy.

Values



BE PROUD
We are proud of our brands, our heritage, and our commitment to superior quality in our products



BE RESPONSIBLE
We expect every individual and their teams to be accountable and to perform to their full potential



BE SUSTAINABLE
We wish to make a positive contribution to our communities and to our environment



BE PROFESSIONAL
We value integrity, transparency, professionalism and constructive debate within a team working culture



BE ENTREPRENEURIAL
We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



THINK LONG TERM
We are proud of our brands, our heritage, and our commitment to superior quality in our products



Core Competencies:

<p>Writing and Reporting</p> <ul style="list-style-type: none"> • Writes clearly, succinctly and correctly • Writes convincingly in an engaging and expressive manner Avoids the unnecessary use of jargon or complicated language • Writes in a well-structured and logical way • Structures information to meet the needs and understanding of the intended audience 	<p>Presenting and Communicating Information</p> <ul style="list-style-type: none"> • Speaks clearly and fluently • Expresses opinions, information and key points of an argument clearly • Makes presentations and undertakes public speaking with skill and confidence • Responds quickly to the needs of an audience and to their reactions and feedback • Projects credibility
<p>Persuading & Influencing</p> <ul style="list-style-type: none"> • Makes a strong personal impression on others • Gains clear agreement and commitment from others by persuading, convincing and negotiating • Promotes ideas on behalf of self or others • Makes effective use of political processes to influence and persuade others 	<p>Working with People</p> <ul style="list-style-type: none"> • Demonstrates an interest in and understanding of others • Adapts to the team and builds team spirit • Recognises and rewards the contribution of others • Listens, consults others and communicates proactively Supports and cares for others • Develops and openly communicates self-insight, such as an awareness of own strengths and Weaknesses
<p>Applying Expertise & Technology</p> <ul style="list-style-type: none"> • Applies specialist and detailed technical expertise • Develops job knowledge and expertise through continual professional development • Shares expertise and knowledge with others • Uses technology to achieve work objectives • Demonstrates appropriate physical co-ordination and endurance, manual skill, spatial awareness and dexterity • Demonstrates an understanding of different organisational departments and functions 	<p>Delivering Results & Meeting Customer Expectations</p> <ul style="list-style-type: none"> • Focuses on customer needs and satisfaction • Sets high standards for quality and quantity • Monitors and maintains quality and productivity • Works in a systematic, methodical and orderly way • Consistently achieves project goals.

Skills and Qualifications:

- Experience of leading and delivering significant internal and external activities.
- Desired experience: PR agency Senior Account Manager Level having worked with global business clients. An understanding of and interest in best in class Diversity & Inclusion programmes.
- Extensive copywriting experience for internal and external audiences
- Experience working with employees at all levels within an organisation, especially senior management.
- Uphold strict confidentiality as necessary.
- Creative mind-set, passionate about corporate communications and a good knowledge of current trends in communications (such as use of social media tools and techniques).
- Highly PC literate; MS office. Strong Word and PowerPoint skills are essential.

Created by:	Rebecca Hester
Date:	October 2020
HRBP:	Kirsty Morris



Date of last revision:

October 2020