

Job Description

Job title: Customer Communications Specialist

Accountable to: Head of Customer Communications

Job Purpose: Supporting the business in achieve its business priorities through effective customer communications. Advising on the right channels and messages to deliver effective communications for Sovereign Network Group's (SNG's) customers to keep them informed and engaged and to promote positive engagement between them and SNG. Supporting the effective targeting of information to customers.

Financial responsibility: No financial responsibility

People responsibility: No direct or indirect reports

Autonomy: Direction set by the Head of Customer Communications

Key Accountabilities:

- Business partner (i.e. first point of contact) for identified parts of the business, supporting work as required, both as necessary and as part of a given business function's forward plan.
- Work closely with key stakeholders at all levels, listening and understanding their communication requirements, providing them with expert communication support (including both strategic and tactical advice) as well as planning and supporting the delivery of the most appropriate solutions.
- Create, develop, execute and project manage strategic and tactical communication plans.
- Produce and deliver creative, engaging content through the right channels in a timely way, including to harder to reach audiences.
- Provide support for the transformation and change programme as agreed.
- Support and enable operational managers to carry out more local communication themselves.
- Make sure operational communications are coordinated and consistent with other activities (such as larger campaigns and projects) and aligned to our strategy and values.
- Manage and measure the effectiveness of operational communication, incorporating external benchmarking and best practice.
- Build strong relationships across the business, having the confidence and judgement to respond appropriately to requests of support.
- Take responsibility for managing and prioritising multiple activities and delivering under deadline pressures.
- Establish, develop, and maintain effective working relationships with all work colleagues, contractors and partnering agencies to ensure an integrated contribution to SNG's corporate objectives.
- Observe and comply with SNG's policies and procedures and observe and continually promote equality and inclusion and customer care in compliance with organisational aims and objectives.

- Continuously seek realistic ways to improve efficiency and effectiveness in your role, to help the department, and SNG, achieve its goals.
- Participate in learning and development activities that develop personal effectiveness and assist in improving performance in the role.
- Undertake any other duties as may reasonably be required in line with the level of responsibility of the post and to meet the changing needs of the organisation.

Knowledge & Skills:

Version	Job code	Author	Date created/modified	Effective date
1.0	1011	Claire Dinsey (New template only)	March 2024	