



TRINITY HOUSE

## ROLE PROFILE

### Communication & Engagement Officer

---

#### JOB PURPOSE

To lead delivery of a practical, frontline-focused communication and engagement approach for the Digital, Data and Technology Programme, driving awareness, understanding and adoption of digital ways of working.

The role will ensure engagement is two-way and operationally informed, enabling frontline staff to shape solutions and supporting sustainable cultural change.

<b>KEY RESPONSIBILITIES</b>	Communication & Engagement Strategy	<ul style="list-style-type: none"><li>• Deliver and continuously improve the DDaT Communication and Engagement Strategy, aligned to programme objectives of awareness, engagement and adoption.</li><li>• Ensure communications are clear, accessible and relevant to both office-based staff and frontline teams working on vessels, yards and operational sites</li><li>• Embed a two-way approach, enabling staff feedback to inform programme delivery.</li></ul>
	Stakeholder Engagement	<ul style="list-style-type: none"><li>• Build strong relationships across operational, office-based and leadership teams.</li><li>• Deliver targeted engagement for frontline staff, recognising different working environments and limited digital access.</li><li>• Lead face-to-face and on-site engagement (e.g. visits, drop-ins) to ensure inclusion.</li><li>• Support leaders to communicate consistent, visible messaging.</li></ul>
	Champions Network & Engagement	<ul style="list-style-type: none"><li>• Establish and manage a User Champion Network across the organisation. Enable champions to:<ul style="list-style-type: none"><li>○ Support adoption locally</li><li>○ Provide feedback and insight</li><li>○ Participate in testing and rollout activity</li></ul></li><li>• Deliver engagement activities alongside Programme Managers &amp; technical experts including drop-ins, demonstrations and events.</li></ul>

<b>ENTRY REQUIREMENTS</b>	<b>Programme &amp; Project Communications Delivery</b>	<ul style="list-style-type: none"> <li>• Deliver a multi-channel approach including digital, face-to-face and physical communications.</li> <li>• Ensure messaging is audience-specific and focused on practical impact.</li> <li>• Coordinate communications across workstreams to ensure consistency.</li> </ul>
	<b>Change &amp; Engagement Support</b>	<ul style="list-style-type: none"> <li>• Work with other members of the programme team to ensure communications drive adoption, not just awareness.</li> <li>• Support development of digital confidence through practical engagement.</li> <li>• Enable co-design with operational teams to ensure solutions meet frontline needs.</li> </ul>
	<b>Feedback &amp; Insight</b>	<ul style="list-style-type: none"> <li>• Establish feedback mechanisms including via champions, drop-ins and staff surveys.</li> <li>• Use insight to inform programme design and improve engagement activity.</li> <li>• Monitor effectiveness through engagement and adoption metrics.</li> </ul>
	<b>Governance &amp; Assurance</b>	<ul style="list-style-type: none"> <li>• Maintain proportionate governance and manage communication risks (e.g. low awareness, frontline reach).</li> <li>• Act as a trusted advisor on engagement, promoting open, consistent and inclusive communication.</li> </ul>
	<b>Budgetary and Resource management</b>	<ul style="list-style-type: none"> <li>• Work within agreed budgets and ensure communication and engagement activity is delivered in a cost-effective, proportionate way</li> </ul>
	<b>Functional leadership</b>	<ul style="list-style-type: none"> <li>• Provide leadership, guidance and expertise in communication and engagement best practice.</li> <li>• Promote a culture of openness, transparency and continuous improvement</li> </ul>
	<b>General</b>	<ul style="list-style-type: none"> <li>• Undertake additional tasks and responsibilities as assigned or necessary, within the scope of the role.</li> </ul>
	<b>Skills and experience (mandatory)</b>	<ul style="list-style-type: none"> <li>• Experience delivering communication and engagement in complex programmes or transformation environments</li> <li>• Experience designing and delivering engagement through digital collaboration platforms (e.g. Microsoft 365 / Teams), alongside face-to-face and offline channels</li> <li>• Experience engaging frontline or operational staff</li> <li>• Experience managing champion or ambassador networks</li> <li>• Strong stakeholder management and influencing skills</li> <li>• Ability to translate complex information into clear, practical messaging</li> <li>• Understanding of change and adoption principles</li> </ul>

	<b>Skills and experience (desirable)</b>	<ul style="list-style-type: none"> <li>• Experience of delivering communications and engagement activity within a complex digital transformation programme</li> </ul>
	<b>Qualifications (essential)</b>	<ul style="list-style-type: none"> <li>• Educated to degree level in a relevant discipline (e.g. communications, marketing, journalism or business) or equivalent experience.</li> </ul>
	<b>Qualifications (desirable)</b>	<ul style="list-style-type: none"> <li>• Professional membership (e.g. Chartered Institute of Public Relations or the Chartered Institute of Marketing, or relevant certification in change or communication practice.</li> </ul>
	<b>Professional Competencies</b>	<ul style="list-style-type: none"> <li>• Strategic Communication and Engagement</li> <li>• Stakeholder Management and Influence</li> <li>• Change Communication</li> <li>• Digital Communication Tools and Channels</li> <li>• Evaluation and Continuous Improvement</li> </ul>