

POSITION DESCRIPTION

General Information	
Position Title:	Intranet Manager
Incumbent:	
Function & Team/Program:	Communications
Location(s):	National/flexible
Manager's Position Title:	National Communications Manager
Manager's Name:	
Date Prepared:	June 2023
Prepared By:	Mel Harold
Approved By:	Rhys Kelly

Primary Purpose of this Position (<i>In one sentence - why does the role exist?</i>)
<p>The Intranet manager at The Smith Family is responsible for maintaining the visual design, site navigation and site content. They are also responsible for coordinating key stakeholders, engaging and training users, and monitoring the health of the underlying technology.</p> <p>The purpose of the role is to ensure that SmithNet and our digital workplace tools, support our people to have a better and more effective day at work by identifying opportunities for technical enhancements, effective use of latest functionalities on our platforms and streamlined business / internal comms processes.</p> <p>This role works closely with the BIS Team to provide timely resolution of technical issues on SmithNet. IT also supports our team members with adequate training required to work effectively in our digital workplace. It takes the lead in managing internal relationships with content editors, Business Information Services (IT), and with intranet vendors externally.</p> <p>Additionally, this role also reports regularly on the engagement stats and health of the platform (Intranet, Teams and Yammer) and highlights any risks / gaps identified.</p>

Scope	
Direct Reports to this Position By Position Title	Indirect Reports Total Number
1. None 2.	Consultants and vendors working on SmithNet enhancements and functionality
Financial Dimensions controlled by this Position (<i>Include key financial metrics such as revenue growth, income & expense budget, etc</i>)	
Direct control	Indirect control
e.g. Revenue, Operating expenditure, Capital expenditure, etc • None •	• Prepare Opex and CapEx estimates for business cases as required

Other Dimensions of this Position	
Support is national	

Setting Priorities (how is work prioritised)	
How often does employee prioritise their own work? Eg. Daily, weekly, monthly, annually, other	Daily
How often does employee determine the priorities of others? Eg. Daily, weekly, monthly, annually, other	Weekly

Key Relationships (Who does the role interact with? List the titles of individuals, departments and organisations frequently interacts with)	
Internal	<ul style="list-style-type: none"> • National Communications Manager • Head of Communications • SmithNet Manager: Content • Communications team • BIS Team - Cloud Services Team, Support Desk, Data Team • Chief Information Officer • Content Editors • National Managers, General Managers, Exec team (key stakeholders during projects) • Other team members from teams across the organisation
External	<ul style="list-style-type: none"> • Intranet Platform partners • Digital Workplace consultants • SharePoint consultants • IT Providers

Key Decision Making in this Role (What are the key decisions and recommendations made in this role?)	
Decisions Expected <ul style="list-style-type: none"> • Making day-to-day technical decisions relating to the development and improvement of the intranet and associated tools that do not have budgetary impact. • Use of strategies, tools and approaches for maintaining and enhancing functionality on the intranet & facilitating effective internal communications practices • Identification of intranet functionality, process, features and tool improvements for organisation wide engagement • Building relationships with key enabler groups across the organisation such as the Content Editor Community, the BIS team, the Data Governance Team and the People & Culture team. 	
Recommendations Expected <ul style="list-style-type: none"> • Approach to resolve issues based on regularly raised queries with BIS / Yammer Groups and to deliver technical improvements to alleviate these where possible • Training needs and best practice approaches eg for Content Editors and other discrete groups as agreed • Development of effective business practices eg eforms • Identification and proposals for technical enhancements, significant change or new features to improve SmithNet • Identification and impact assessment of risks • Highlight upcoming plans and escalate issues for SmithNet with National Manager, Communications, when required, eg for change management, Executive team communications and where a change is required to be cascaded 	

- Scope, outcome, cost and time implications when issues occur (made in collaboration with key impacted parties)
- Internal capability and knowledge building plans
- Budget expenditure and allocations for delegated expenditure
- Metrics and measurement of activities
- Intranet technical governance

Key Responsibilities / Accountabilities (List the major areas from largest % of job to smallest)

Major Area: Strategic adherence	% of Job: 10%
Understand the strategic and operational objectives for The Smith Family intranet and continually assess decisions and practices against these priorities.	
Support maintenance of Intranet Governance.	
Support the creation of a visual design and theme for the intranet, setting quality standards; ensuring accuracy and brand consistency.	
Work with Teams and SmithNet Content Manager to create, maintain and review periodically site navigation (information architecture)	
Maintain and communicate the intranet roadmap with a focus on Technical aspects for this role	
Lead and coordinate technical activities with BIS and other 3 rd party developers (as needed) to improve sections of the intranet or deliver new tools through the intranet	
Maintain knowledge and awareness of best practices and prevailing developments in web technologies, standards and requirements, and apply these to promote continuous improvement.	
Maintain lists of intranet content owners and editors.	
Major Area: Content Management	% of Job: 10%
Review SmithNet traffic regularly and identify technical opportunities to draw traffic in.	
Oversee proper use of online channels for organisational wide communication and make recommendations for best practice approaches to enhance engagement	
Coordinate and support the efforts of Content Editors as required.	
Work with SmithNet Content Manager, to conduct content audits/reviews as required	
Major Area: Intranet performance	% of Job: 20%
Monitor site analytics and intranet performance for meaningful measurement and report on key performance indicators (KPIs).	
Conduct and report on team member satisfaction and obtain feedback through surveys to underpin improvements to intranet capability.	
Monitor engagement on Yammer and TEAMS (and other digital tools, where possible) and make recommendations for best practice	
Prepare regular status updates, reports and other communication as to performance as required.	
Major Area: Intranet technical health	% of Job: 20%
Understand SharePoint and associated workplace communication/collaboration platforms, keep abreast of platform changes and communicate to stakeholders.	
Ensure any issues are resolved by the SmithNet team or by coordinating with BIS / external developers as required	

Liaise with the Business Information System Team and software vendors on technical activities during support and upgrades.	
Coordinate governance arrangements, with an emphasis on technical health.	
Major Area: Collaboration	% of Job: 10%
Encourage and support online collaboration tools available within the Office 365 suite (eg MSTeams) as required.	
Major Area: Stakeholders and team member engagement	% of Job: 15%
Ensure governance arrangements adhered to, ensure adherence to charter and member representation.	
Work closely with key stakeholders to understand their needs and involve them in planning and problem solving.	
Involve team members in design reviews and planning activities.	
Support intranet group owners in developing and sustaining active online communities as applicable.	
Deliver technical strength in the intranet to promote and encourage increased adoption and improved practices.	
Work closely with stakeholders to map potential processes for eforms and convert them into successfully streamlined online eforms.	
Major Area: Training and support	% of Job: 15%
Training and support for Content Editors on SmithNet	
Training and support on the Digital Workplace tools (Yammer & TEAMS) for all team members	
Manage common administrative tasks in the intranet software, liaise with IT staff as applicable.	
Maintain training material under the remit of this role	

Key Challenges in Achieving Goal(s): (What are the key challenges faced by this role in meeting goals/objectives)
<ul style="list-style-type: none"> • Multiple stakeholder groups with varying needs, knowledge, skillsets and focus. • Keeping on top of the evolution of SharePoint, Office365, intranet best practice in the market and helping stakeholders adapt to this. • Constraints of the tool and budget. • Access to resources and resource constraints – managing lead times and coordinating internal BIS Support and external vendor support in accordance with processes.

Qualifications, Experience and Competencies: (What background, knowledge, experience or competencies are required to perform the role at the expected level?)		
	Essential	Desirable
Education / Qualifications / Memberships:	<ul style="list-style-type: none"> • Internal communications • SharePoint Online experience 	<ul style="list-style-type: none"> • •
Experience:	Essential	Desirable

	<ul style="list-style-type: none"> • 2 to 5 years of experience implementing or managing web sites or intranets • Experience of working with Office 365 tools • Advanced technical expertise and capability from managing intranets and/or websites • SharePoint content management experience • Experience managing external consultancy relationships • Experience developing online forms and/or other functionality to streamline and automate work practices and processes • Proven track record of running large, enterprise-wide intranet/s 	<ul style="list-style-type: none"> • Writing and editing experience in a web or communication environment • Change management experience • Digital Transformation Experience
Competencies:	Essential	Desirable
	<ul style="list-style-type: none"> • Excellent verbal & written communication skills • Excellent organisational and project coordination skills • Excellent interpersonal skills • High level of comfort with social software and other web-based technologies 	<ul style="list-style-type: none"> • Solid organisational change management skills to effectively influence the environment • Basic understanding of AGILE Project Management • Understanding of UX principles • Basic understanding of the components of common web technology (HTML, CSS, Javascript)