

Position Title	Corporate Communications Specialist	Department	National IT
Reports To	CIO	Location	
Incumbent		Date of Preparation	
Cost Centre			

Primary Purpose and Scope	<i>Why does this job exist? A sentence or two summarizing the main areas of responsibility and encapsulating the main reasons for the existence of the job. Provide broad size indicators, e.g. total staff controlled, level of advice provided, etc.</i>
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This role is responsible for the development and maintenance of Company X's Intranet and Internet web sites, as well as providing web administration, technical and publishing advice and guidance on Web related issues. The position is the key initial point of contact, and 'managing editor' for all Company X internet and intranet related matters.

This role will focus on driving the review, improvement and maintenance of the Intranet and Internet sites in line with Company X's corporate external and internal communications objectives and business group requirements.

This will be achieved by ensuring continued availability and access; maintaining content integrity; collection, analysis and publication of business intelligence data down to store level; monitoring peer group and industry trends for performance improvements; and strong liaison with all stakeholders to gain a clear understanding of store processes and business and IT requirements.

The position necessitates an individual who can provide initiative, guidance and coaching. It requires a good understanding of web design principles and standards (including usability and accessibility), information management, content management, information architecture, taxonomy and metadata, knowledge management, workflows, content management tools, HTML, online collaboration tools, intranets, and training.

Reporting Relationships and Key Interactions	<i>Attach or describe organization chart showing the position in context with subordinates, peers and reporting levels above. Also identify key internal and external relationships for this role other than reporting relationship.</i>
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- CIO – regular project reviews.
- Business Units – information exchange and business / process requirements gathering
- Marketing and Merchandising Teams – advice, guidance, and collaborative planning
- Senior Executive Committee – reporting and active cooperation
- Technical Team – technology analysis, planning and implementations.
- Store Owners and Staff – information sharing, advice and active cooperation
- Organizational Change Management Team – information exchange and planning.
- Suppliers – product information gathering.