

As an Internal Communications Officer, I've excelled in optimizing and curating intranet content to enhance internal communication. This involves:

- Content Curation: Curating impactful content for news, updates, and multimedia.
- User Experience: Optimizing the intranet interface for improved navigation and engagement.
- Collaboration Initiatives: Facilitating teamwork through collaborative spaces and forums.

### **Impact:**

- Improved transparency and accessibility of information.
- Increased employee engagement with intranet content.
- Enhanced collaboration and cross-departmental communication.

### **Example 1**

As Internal Communications Officer I had been tasked with creating an information piece about the upcoming football season with inviting odds for our staff. This was achieved and our staff were well informed due to copy like the below.

## **THE FOOTBALL SEASON IS BACK**



Darren Crawley  
Trading Operations Executive

**The most exciting league in Europe returns this week with the EFL Championship kicking off this evening and what a season we have in store.**

Looking at the recent history and even going back further, the league has garnered a reputation for being the most competitive in Europe and with the riches on offer, who can argue?

Norwich have returned with the ambition of going up again and are the favourites to win the division at 5/1 ahead of fellow relegated side Watford at 13/2 and Middlesbrough who are 8/1. These odds signify the competitiveness of the league and it has been a division which has proven that favourites don't necessarily come to the fore.

It is a test of endurance with a 46 match campaign and matches most Saturday-Tuesday. It is a season where a lot of energy is needed and that could point towards Burnley who are under new manager and Manchester City legend Vincent Kompany. The Belgian has begun to reshape the squad with younger, dynamic and energetic players – Scott Twine, Samuel Bastien and Irish Josh Cullen, who followed Kompany from Anderlecht. They sit at 10/1 and could upset the main contenders.

### **Example 2**

Following a personal audit of the intranet, I discovered that there was no place for a dedicated sporting information page. As I was employed in a company which works primarily in sports, I found it imperative that there was a home page called 'Sporting Hub' which allowed all relevant

information such as calendars, events, offers, news etc. to have a home and each department could access. This resulted in an overwhelming level of new visitors to the intranet and is the most popular page on the site.



**Sporting Hub**

Useful Docs

- High Level Plan 2023
- Football Planner WK 50
- Daily Offers - Dec 5th
- Ongoing Promotions
- Live Sport On TV
- Trello T&Cs

### Example 3

Something I felt was missing was welcoming our employees into the company and to create a family atmosphere. Therefore I introduced a welcome post each month to also make people aware of the new arrivals, moves and to make them feel part of the company.



At BoyleSports we are always striving to improve and develop the business. We are committed to investing in our teams and support structures on a continual basis.

One of the most important aspects of that is the promotion and recruitment of talented and driven individuals who will continue to enhance the business going forward.

We are delighted to announce the following appointments in September:

Explore these examples to see the direct impact of my intranet content management.