

## Internal Communications Manager

<b>Job Level</b>	5	<b>Job Reference No:</b>	ID 5851
		<b>Role Review Date</b>	
<b>Directorate</b>	Strategy and communications	<b>Function</b>	Media
<b>Service</b>		<b>Reports to</b>	Head of Internal Communications

### Scale and scope of role

<b>Direct Reports</b>	3	<b>Indirect reports</b>	0
<b>Budgetary responsibility/ accountability</b>		<b>Accountable for other resources</b>	

### Context

We help anyone, anywhere in the UK and around the world, to get the support they need if crisis strikes: connecting human kindness with human crisis.

We enable vulnerable people in the UK and abroad prepare for and withstand emergencies in their own communities. And when the crisis is over, we help them to recover and move on with their lives.

We are part of the Red Cross and Red Crescent global humanitarian network.

### Our Values and Principles

**Our values** (compassionate, courageous, inclusive and dynamic) underpin everything we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity, and universality.

### Purpose of the role

This role will manage the strategic delivery of our 'global' communications channels, ensuring a people-centric experience. Communications will be designed to be simple, informative, actionable and measurable. Internal communications will also support and build internal engagement capability with other teams to deliver 'local' communications. The role will play an active part in the management of the team, the wider Media management team and deputise for the Head of Internal Communications when necessary.

### Key Responsibilities

- Manage our 'global' organisation-wide communications channels across digital, events and print for our people (staff and volunteers).
- Ensuring our internal communications deliver a people-centric experience that is simple, actionable, measurable and inclusive.
- Develop strategic partnerships with our UK Operations colleagues to enable excellent understanding of our staff and volunteer internal audiences – identifying and building capability in business areas to deliver 'local' communications
- Manage the delivery of internal events, with insight and direction from the People Engagement team.
- Collaborate and plan with colleagues in the People Engagement team to ensure our communications are supporting the strategic people engagement plan for the organisation.
- Support the Head of Internal Communications and at times lead the organisational communications response on corporate issues and announcements
- Play an active management role both in the Internal Engagement team and in the wider Media team management team.

**Manage our 'global' organisation-wide communications channels across digital, events and print for our people (staff and volunteers).**

- Ensure that a people-centric experience is at the heart of all our communications and our communications are simple, informative and actionable
- Proactively seek out new ways of communicating with our people in this hybrid working environment that we can test and learn and encourage team members to be proactive in this area.
- Ensure our internal communications are of the highest quality and that ways of working are in place to enable the team to deliver our channels effectively

**Ensuring our internal communications deliver a people-centric experience that is simple, actionable, measurable and inclusive**

- Work closely with the People Engagement team to ensure we are supporting the People Engagement strategy and that internal messaging is planned and sequenced appropriately
- Ensure our channels are performing against agreed metrics and enable teams to use this information to inform content and channel design
- Ensure our channels tell the whole story of Our People at the British Red Cross – that they are diverse and inclusive
- Enable teams to utilise their creative skills across all communications medium to reach internal audiences in a way that is inspiring and motivating

**Develop strategic partnerships with our UK Operations colleagues to enable excellent understanding of our staff and volunteer internal audiences – identifying and building capability in business areas to deliver 'local' communications**

- Develop a greater understanding and insight into internal audiences in our UK Operations teams – the largest internal audience in the organisation.
- Build and maintain relationships with key colleagues to enable greater strategic internal communications support.
- Identify areas of development in the way we communicate with this internal audience.
- Identify key 'local' communications leads in service lines and ensure there is a programme to build and maintain this skillset for 'local' communications with regular training in tools eg. DotDigital
- Maintain a level of internal communications quality control across 'local' communications through training and feedback mechanisms

**Manage the delivery of internal events, with insight and direction from the People Engagement team.**

- Manage the team to deliver internal events eg. all staff calls, 'virtual assemblies', leadership conference that support the People Engagement strategy and maintain high levels of engagement.
- Manage internal events to deliver key messages, key actions and inspiring content to our internal audiences.
- Measure the success of internal events and use this insight to feed into future event planning.
- Ensure a diversity of speakers across our events and that events are inclusive and accessible to all.
- Proactively seek new event tools as we develop our hybrid model of working.

**Collaborate and plan with colleagues in the People Engagement team to ensure our communications are supporting the strategic people engagement plan for the organisation.**

- Ensure the Internal Communications and People Engagement team work as two separate, connected teams to develop and build a more positive people experience.
- Enable a positive, open working relationship between the two teams
- Manage the overall internal communications plan for the team

**Support the Head of Internal Communications and at times lead the organisational communications response on corporate issues and announcements**

- Support the Head of Internal Communications and at times lead the organisation-wide communications response on corporate issues. This would include issues such as safeguarding, anti-racism, new high-level appointments, the Annual Review etc.
- Work closely with other audience owners across the organisation (eg. media, social, CEO's office, philanthropy) to deliver a joined-up communications strategy and plan – landing key messages with the right audiences

- Liaise with senior stakeholders to update, inform, sign off on key corporate issues and announcements
- Able to work unsociable hours and respond to emergencies at short notice, managing any queries escalated from the out of hours duty staff.

**Play an active management role both in the Internal Engagement team and in the wider Media team management team.**

- Proactively develop your direct report team members
- Role model positive behaviour and give clear direction and prioritisation
- Build positive working relationships across the wider Media team management group

**Team Leader:**

- All team members understand their responsibilities and objectives.
- All resources involving staff managed in accordance with BRC policies and procedures.
- All staff are kept informed of relevant organisational plans and updates on development.
- Team ideas and comments are communicated and forwarded appropriately.

**Team Member:**

- Actively participates in all team meetings.
- Supports other team members.
- Work and behaves in accordance with all BRC policies and procedures.
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamic).

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.

**Pre- engagement checks**

**Criminal Records**

**Type of criminal record checks required for this role**

England and Wales - Disclosure and Baring Service Check (DBS)
None
Scotland
None
Northern Ireland
None

**Drivers Checks**

Required: No
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**Diversity**

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone, regardless of, age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation. Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.

## Person Specification

		Requirement	Evidence obtained through Shortlisting (S) Interview (I) or Assessment (A)		
			S	I	A
<b>Knowledge and Skills</b>	Essential	<ul style="list-style-type: none"> <li>&gt; Strong people management skills – setting clear day-to-day direction and building long-term development plans</li> <li>&gt; Strong internal communications skills – strategic channel management with multiple internal audiences</li> <li>&gt; Strong influencing skills including persuasive speaking, presentation and writing skills</li> <li>&gt; Adapts to changing and / or new, sudden onset demands revising plans, content, approaches as needed</li> <li>&gt; Forges and maintains excellent working relationships, internally and externally</li> </ul>			
	Desirable				
<b>Experience</b>	Essential	<ul style="list-style-type: none"> <li>&gt; Experience of managing and developing people</li> <li>&gt; Strong experience of internal communications management and delivery and can show evidence of increased audience engagement as a result</li> <li>&gt; Experience of using audience insight to develop internal communications plans and approaches</li> <li>&gt; Experience of managing the delivery of internal events, in partnership with other teams</li> <li>&gt; Ability to build positive working relationships and work collaboratively with internal stakeholders to deliver joint outcomes</li> <li>&gt; Good knowledge of internal communication effectiveness evaluation metrics and techniques</li> <li>&gt; Strong understanding of how internal communications can integrate with other communications activity (both public facing and B2B) such as press, PR, marketing, policy and advocacy</li> </ul>			
	Desirable	Experience of working in a complex organisation with a national and international reputation			
<b>Additional requirements</b>	Essential	Ensures inclusive practice and promotes diversity			

*We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act) who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.*