

Internal Communications Manager

Job Level	5	Job Reference No:	11409
		Role Review Date	March 2023
Directorate	People Services	Function	Internal Engagement
Service		Reports to	Head of Internal Communications

Scale and scope of role

Direct Reports	2	Indirect reports	0
Budgetary responsibility/ accountability		Accountable for other resources	

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, respond to, and recover from crisis.

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.

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 partnerships, 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.

Purpose of the role

This role will manage strategic communications projects that help staff and volunteers connect to the mission of the BRC, understand the strategic direction and see their part in it. Drawing on insight into volunteers and staff, the role will be responsible for designing communications that are simple, informative, actionable and measurable.

The role will also focus on communications to support change initiatives and will support and build internal engagement capability with other teams to deliver 'department and team' communications. The role will play an active part in the management of the team, the wider People Services team and deputise for the Head of Internal Communications when necessary.

Key Responsibilities

Develop content – and ways of communicating – that connect staff and volunteers to the work of the BRC

- Support the building of a Movement, working closely with Director of Movement and team, to better connect staff and volunteers to the work the BRC does and the impact it makes.
- Ensure that a people-centred experience is at the heart of all our communications, and they are simple, informative and actionable.
- Proactively seek out new ways of communicating with our people that we can test and learn.
- 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.

Lead and deliver change communications

- Ensure narratives and messaging align on change and the link to our organisational strategy.
- Design and deliver change communications which takes account of our range of internal audiences and promote engagement and inclusion.
- Ensure that we communicate change, and the benefits it brings, through our key channels.
- Advise senior leaders on messaging, approach and tone in order to engage our people in changes.
- Work in partnership with change managers to produce and deliver clear communications and engagement plans around change.

Ensure our internal communications are people-centred and take account of our varied staff and volunteer audiences

- 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 colleagues in different teams

- Develop a greater understanding and insight into internal audiences in different parts of the organisation to build into future communication approaches.
- Build and maintain relationships with key colleagues to enable greater strategic internal communications support.
- Identify areas of development in the way we communicate with different segments of our internal audience.
- Maintain a level of internal communications quality control across 'local' communications through training and feedback mechanisms

Additional responsibilities

- Support the Head of Internal Communications and at times lead the organisational communications response on corporate issues and announcements.
- Liaise with senior stakeholders to update, inform, sign off on key corporate issues and announcements.
- Play an active management role both in the Internal Engagement team and in the wider Media and Corporate Comms management team.

Leadership Behaviours

- Authentic, consistent and honest leader.
- Actively listens and allows others to be heard.
- Adaptable to changing needs, pressures and opportunities.
- Empowers others based on their skills and expertise.
- Dynamic, inclusive, compassionate and courageous.

Team Leader

- All team members understand their responsibilities and objectives.
- All resources involving staff are managed in accordance with BRC policies and procedures.
- All staff are kept informed of all 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 and on line with our Values in Action.
- 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

Person Specification

Requirements	Evidence obtained through Shortlisting (S), Interview (I), Assessment (A)		
	S	I	A
Knowledge and Skills			
Essential			
<ul style="list-style-type: none"> Strong people management skills – setting clear day-to-day direction and building long-term development plans 		X	
<ul style="list-style-type: none"> Strong internal communications skills – strategic channel management with multiple internal audiences 	X	X	
<ul style="list-style-type: none"> Strong change communication skills- knowing how to engage people, inspire action and demonstrate benefits. 	X	X	
<ul style="list-style-type: none"> Strong influencing skills including persuasive speaking, presentation and writing skills 		X	
<ul style="list-style-type: none"> Adapts to changing and / or new, sudden onset demands revising plans, content, approaches as needed 	X	X	
<ul style="list-style-type: none"> Forges and maintains excellent working relationships, internally and externally 		X	

Values in Action			
<p>Dynamic - We move forward as one team.</p> <ul style="list-style-type: none"> - Every day, we're adapting, innovating and learning. - When the unexpected happens, we are calm, quick and efficient. - We respond smartly, using clear processes and systems. <p>Compassionate - We stand for kindness.</p> <ul style="list-style-type: none"> - People come first, no matter who or where they are. - We have genuine, open-minded conversations. - Together, we're a united force for good. <p>Inclusive - We are open to all.</p> <ul style="list-style-type: none"> - We treat each other with dignity and respect. - Every person's uniqueness is valued, supported and celebrated. - Our individual backgrounds and experiences make our organisation stronger. <p>Courageous - We are bold.</p> <ul style="list-style-type: none"> - We show our strength by doing the right thing. - We aren't scared to test our creative ideas. - As humanitarians, we go the extra mile to help people in crisis 			

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.