

## Internal Channels and Content Lead

|             |     |                   |                                 |
|-------------|-----|-------------------|---------------------------------|
| Job Level   | 4   | Job Reference No: |                                 |
|             |     | Role Review Date  | June 2025                       |
| Directorate | ISD | Function          | People Services                 |
| Service     |     | Reports to        | Head of Internal Communications |

### Scale and scope of role

|   |   |                                 |   |
|---|---|---------------------------------|---|
| Direct Reports                              | 1 | Indirect reports                | 0 |
| Budgetary responsibility/<br>accountability | 0 | Accountable for other resources | 0 |

### 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.

### 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.

## Purpose of the role

This role will lead our approach to internal comms channels and content at the British Red Cross using expertise to ensure we have the right mix of channels to engage our people (including staff and volunteers) with key issues and tell our organisation's story. You'll use your expertise and ability to draw on insight and data to continuously improve our content and channels,

## Key Responsibilities

### Channels

- Own the channel matrix to ensure we have the right mix of channels for our people. Working with fellow Senior Internal Communications Officers to ensure our channels work for all our people.
- As product owner for our digital channels, you will create and deliver a continuous improvement plans for our key channels, adapting to new technologies, needs and the changing shape of the organisation.
- Own – and find ways to continually improve – our regular programme of all-staff calls.
- Research and understand the needs of our users and stakeholders to ensure we're meeting their needs.
- Maintain a good understanding of industry best practice and new technological opportunities that can add value to our channels.
- Use analytic tools to monitor and measure the effectiveness of our digital channels, providing regular reports on usage and engagement and use this evidence to make evidence-based recommendations on next steps for our channels.
- With the support of the Head of Internal Communications hold the relationship with channel suppliers, ensuring we make full use of expertise, contracts and support.

### Content

- Own the editorial calendar, creating the plan for our communications, themes, and stories to be delivered in our core channels.
- Work with fellow senior internal communications officer to create our 'brilliant basics' and guides for how communicate and tell stories and ensure these are upheld.
- Ensure our internal communications are simple, actionable, measurable and inclusive.
- Ensure our internal communications are inspiring and informative – working with the internal communications officer to create a range of content for our people.
- Advise with internal communications officers to create campaigns that meet our internal communications principles to ensure people can engage and act.
- Support the internal communications officer to create content across copywriting, interviewing, storytelling and design - turning complex information into easy to access internal communications. Play a senior role to offer advice on best practice for internal content creation.
- Commission content products both internally and externally across photography, video etc.

- Ensure our communications, campaigns and channels are diverse and inclusive and are aligned with our overall strategic plan and approach.
- In an emergency ensure our channels reflect our response and our people see the impact of their work.
- Work with external communications colleagues to co-create content for use across internal and external so our communications are reflected both ways
- Play an active role in the Internal Communications and Engagement team and in the wider Media team.

### Line management

- Line-manage one internal communications officer, providing clear goals and accountabilities
- Support the communications officer to develop themselves and their career
- Provide ongoing coaching to develop the skills of your direct report

### 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 |
|---------------|

## Person Specification

|                      |           | Requirement  | Evidence obtained through Shortlisting (S) Interview (I) or Assessment (A) |   |   |
|----------------------|-----------|--|--|---|---|
|                      |           |  | S  | I | A |
| Knowledge and Skills | Essential | > Management of digital channels for internal communications   | X  | X |   |
|                      |           | > Understanding of how to research user needs for digital channels and how to adapt technology to enable that  | X  | X |   |
|                      |           | > Strong writing skills with an ability to take sensitive topics and craft messages that are accurate and engage our colleagues                                | X  | X |   |
|                      |           | > Ability to use platforms to build insight and develop recommendations to improve engagement  | X  | X |   |
|                      |           | > Ability to take a wide view of the organisations needs and priorities and plan content to support organisation goals   | X  | X |   |
|                      |           | > Experience of providing training to end-users and support for technical issues relating to digital channels  | X  | X |   |
|                      |           | > Strong interpersonal, organisational, research, writing and verbal communication skills.   | x  | X |   |
|                      |           | > Strong project management skills with attention to detail.   | X  | X |   |
|                      |           | > Ability to design and execute ideas  |  |   |   |
|                      | Desirable | > Comfortable working with senior stakeholders and speaking with authority as SME of our digital platforms on behalf of the wider internal communications team |  | X |   |

|                                |           |  |   |   |  |
|--------------------------------|-----------|--|---|---|--|
| <b>Experience</b>              | Essential | <ul style="list-style-type: none"> <li>&gt; Experience of enhancing user's experience, ensuring channels are user friendly, accessible and align with brand and communications guidelines.</li> <li>&gt; Experience of owning and running the editorial calendar</li> <li>&gt; Strong experience of content creation and content commissioning</li> <li>&gt; Strong experience of delivering content for a target audience, using insight to guide this delivery</li> <li>&gt; Experience of working in a complex organisation with a national and international reputation</li> </ul>   | X | X |  |
|                                | Desirable | > Line manager experience  |   | x |  |
| <b>Behaviours</b>              |           | <p><b>Dynamic</b> - We move forward as one team.</p> <ul style="list-style-type: none"> <li>- Every day, we're adapting, innovating and learning.</li> <li>- When the unexpected happens, we are calm, quick and efficient.</li> <li>- We respond smartly, using clear processes and systems.</li> </ul> <p><b>Compassionate</b> - We stand for kindness.</p> <ul style="list-style-type: none"> <li>- People come first, no matter who or where they are.</li> <li>- We have genuine, open-minded conversations.</li> <li>- Together, we're a united force for good.</li> </ul> <p><b>Inclusive</b> - We are open to all.</p> <ul style="list-style-type: none"> <li>- We treat each other with dignity and respect.</li> <li>- Every person's uniqueness is valued, supported and celebrated.</li> <li>- Our individual backgrounds and experiences make our organisation stronger.</li> </ul> <p><b>Courageous</b> - We are bold.</p> <ul style="list-style-type: none"> <li>- We show our strength by doing the right thing.</li> <li>- We aren't scared to test our creative ideas.</li> <li>- As humanitarians, we go the extra mile to help people in crisis</li> </ul> |   |   |  |
| <b>Additional requirements</b> | Essential | > Ensures inclusive practice and promotes diversity  |   |   |  |
|                                | Desirable |  |   |   |  |

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.