# Job description

**Job title:** Internal Communications Manager

**Responsible to: Head of Brand Communications**

**Responsible for:** Devising and driving an effective internal communications strategy across a range of functional and engagement channels to Care UK’s 10K colleagues.

**Accountable to:** Marketing Director

**Direct report:** Internal Communications Assistant

## Our Values

* Fulfilling Lives is our core purpose
* Every one of us makes a difference is the belief that drives us
* Caring, Passionate and Teamwork are the values that underpin everything we do

## Job Summary

As the Internal Communications Manager you will be responsible for devising, driving and delivering an effective internal communications strategy, with Operations and HR being your key customers. You will have responsibility for creating and delivering an engagement and communications plan, including delivery of organisation and sector news, working with HR to deliver our brand culture and supporting Operations with timely, business critical communications. You will be expected to collaborate with the wider marketing team to align internal and external messaging where appropriate.

**Key Responsibilities**

* Providing leadership, management, coaching and development to one direct report
* Working with the HoBC and other key stakeholders to create an effective internal communications strategy driven by performance insights, best practice and the requirements of the company’s strategic plan. Development of an annual communications calendar for both operational and engagement communications
* Develop and deliver regular, effective communications channels which support the business in terms of operational implementation, change management and the company’s strategic priorities in line with its vision and values
* Research current trends and innovation, proposing best practice recommendations for ongoing development and delivery of the internal communications strategy
* Maintain consistently high quality and timely internal communication channels and be responsible for ensuring that all existing communication channels are appropriate and fit for purpose through regular reviews and requests for feedback
	+ iCommunicate – weekly operations email communications
	+ Enboarder text communications – engagement communications as required
	+ Fulfilling Lives newsletter – monthly engagement e-magazine
	+ Mycareuk.com intranet content (excluding Wow)
	+ Ops cascade deck – generic ops meeting slide deck (TBC whether this will sit with central operations)
	+ Internal communications elements of Colleague Voice agenda
	+ Exceptional internal announcements
	+ Other new channels as they arise
* Devise and deliver content plans for employee events and cyclical engagement initiatives, including development and support of key campaigns such as the annual ‘Over to You!’ colleague survey, Flu Fighters campaign, Care UK Stars and other related communications.
* Develop creative solutions to continually improve the quality and impact of internal communication campaigns. Monitor, evaluate and report on results; and consult with internal customers to optimise communications methods as appropriate
* Review and drive employee engagement in collaboration with HR, and work with Central Operations to review implementation, using results to help shape and improve future plans
* Work collaboratively with external communications and marketing colleagues to support the development/roll-out of a fully integrated communications plan
* Responsible for the internal tone of voice and brand guidelines for all operational and engagement communications. Ensure the guidelines align with the overarching Care UK guidelines and employer brand

**Safeguarding of Vulnerable Adults / Mental Capacity Act**

To complete training on Safeguarding of Vulnerable Adults and the Mental Capacity Act and be able to understand and implement SVA and MHA policies and procedures taking responsibility for reporting any safeguarding concerns to the senior person on duty or on-call RD

## Health and Safety

As an employee of Care UK, the post holder has a duty under the Health and Safety at Work Act 1974, to:

* Take reasonable care of the health and safety of themselves and all other persons who may be affected by their acts or omissions at work.
* Co-operate with their employer to ensure compliance with Health and Safety legislation and the Health and Safety policies and procedures of the organisation, not intentionally or recklessly interfere with, or misuse, anything provided in the interests of health, safety, or welfare, in pursuance of any of the relevant statutory provisions.
* To ensure that adequate measures are taken to protect the health and safety of all staff including the maintenance and upkeep of a safe environment.

## Data Protection

The post holder must at all times respect the confidentiality of information in line with the requirements of the Data Protection Act and the company’s ISO27001 accreditation. This includes, if required to do so, obtain, process and/or use information held on a computer in a fair and lawful way, to hold data only for the specified registered purposes and to use or disclose data only to authorised persons or organisations as instructed.

* This list of duties and responsibilities is by not exhaustive and the post holder may be required to undertake other relevant and appropriate duties as reasonably required.
* This job description is subject to regular review and appropriate modification.

I confirm I have read and understand this Job Description

## Name of postholder

**Signature**

**Date**

**Person specification**

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| * A level education (or equivalent in relevant subjects)
* Maths at GCSE
 | * A level English language
* Degree
* Web related qualifications
* Copy/creative writing qualification
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| * Communications background or care sector background
* Project co-ordination
* Customer relationship building
* Third party liaison
* Experience of managing and developing direct reports
 | * Experienced in both operational communications and generic engagement communications through leading a direct team
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| * Strong understanding of tone of voice and employer branding
* Intermediate in Word, Excel, PowerPoint
* Visual design experience, or natural flare
 | * Confident in using Lucidpress, desktop publishing software
* Confident in using Campaign Monitor or similar
* Confident using Smartsheet
* Confident using Enboarder
* Confident in the use of social media
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| * Excellent communication skills, written and verbal
* Ability to build strong relationships
* Ability to work in matrix structures
* Ability to adapt style to suit audience
* Dynamic and flexible in approach
* Interest in making a difference toward business aims
* Customer focused
* Ability to write accurately with a high attention to detail
* Ability to work to targets, always striving to improve personal and team performance
* Ability to multitask, balance the needs of multiple stakeholders and adapt effectively to changing deadlines at short notice
* Shares a passion for Care UK’s values
* Ability to work as a team
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