Employee Communications and Engagement Lead, June 2024 – Job Pack

Job title: Employee Communications and Engagement Lead

Department: People and Culture

Reporting to: Head of Employee Communications and Engagement

Salary: £45,541 per annum

Hours: 35 per week

Location: Based in our London office, we are open to a range of flexible working options

Contract type: Permanent

Aim and influence

- You will help drive employee experience across Crisis, planning, managing, and evaluating strategic engagement for projects and programmes and business as usual activity.

- You will lead the development and roll-out of projects which amplify the employee voice, drive engagement, and evolve employee experience.

- You will actively look for new ways to improve employee experience and engagement, driven by evidence-led approaches. This includes thinking creatively about new solutions and approaches to measuring success.

- You will advocate for all staff, ensuring work is informed by employees' needs, experiences, and ways of working, with a focus on inclusion and accessibility.

- You will advise and support colleagues at all levels to ensure staff understand Crisis ambitions and the steps being taken to achieve them.

- You will work closely with the wider People and Resources directorate, including Crisis' People team and Digital teams.

Other key details

- This role will require travel to our London office as well as occasional travel to our national and regional Skylights (as required).

Organisational chart

Please note structure is subject to change.

Job responsibilities

- Develop and deliver internal communications strategies to support Crisis' strategic aims.

- Develop tools and resources to help us better understand our colleagues needs (i.e., audience segmentation).

- Measure, track and evaluate employee experience (from a communications perspective) and develop solutions to improve engagement.

- Ensure internal messages align with strategic activity including external campaigns.

- Share learnings, successes, and challenges across the Employee Communciations and Engagement team.

Staff engagement

- Working with the wider People and Culture team, support the delivery of Crisis' annual staff survey.

- Work with staff across Crisis to create a culture of two-way communications, making sure staff feel listened to and valued.

- Build and role model positive working relationships across the organisation to lead staff engagement, embed culture change, and drive openness and inclusion.

- Interpret and analyse quantitative and qualitative data, making recommendations and implementing actions to drive improved employee experience, engagement, and retention.

Internal communication channels

- Manage updates to our SharePoint intranet, working alongside digital and user experience teams.

- Lead on an audit and analysis of our internal communication channels, including developing evidence-based recommendations on their use.

- Support the rollout of emerging communication tools to enhance Crisis' employee experience, including leading on embedding new technologies into our ways of working.

Training

- Act as an ambassador for the Crisis brand and tone of voice, advising staff on their use and best practice.

- Work with relevant networks to devise best practice accessibility guidelines and ensure these are upheld in organisation-wide communications.

- Support the training of staff in the use of plain language, content production and narrative development.

- Support colleagues in the use of internal communication channels.

General responsibilities

- Actively encourage and support member involvement within Crisis.

- Develop an understanding of homelessness and Crisis' strategic aims.

- Play an active role in supporting Crisis' wellbeing and diversity initiatives.

- Follow Crisis policies and procedures, including health and safety and data protection.

- Carry out other reasonable duties that may be required, including deputising for the Head of department, and covering for team colleagues as needed.

Person Specification

Essential

1 Experience of working in a communciations or engagement role within a medium to large organisation or agency.

2 Experience in leading communciations for a large-scale project or programme.

3 Experience of writing, implementing, and evaluating communication plans.

4 Confident in the use of Microsoft O365 tools including SharePoint, Teams, and Viva Suite.

5 Able to use quantitative and qualitative data to make recommendations and/or implement solutions to influence behaviour and boost employee engagement.

6 Strong interpersonal skills with the ability to influence stakeholders at all levels of the organisation.

7 Experience of effective stakeholder management, including the facilitation of in-person and online workshops.

8 Experience of coaching colleagues to help increase knowledge and understanding of tools and/or approaches.

9 Able to plan and deliver content for a diverse and dispersed audience using a range of digital and in-person tools and channels, including events.

10 Experience of content design, including the ability to communicate complex, technical information in an accessible way.

11 Highly organised and a forward-planner; someone who can prioritise effectively and work at pace.

12 Excellent accuracy and attention to detail.

13 Commitment to Crisis's purpose and values including equality, diversity, and inclusion.

Desirable

The following are skills are considered key to this role. However, we've defined them as desirable rather than essential with the expectation that the successful candidate is supported to develop their skills and experience in these areas.

1   Experience of working with dispersed workforces and colleagues in a variety of roles including frontline and/or retail.

2   Experience or understanding of project management methodologies including Agile.

3   Experience of delivering staff engagement surveys (or similar).

4   Experience or understanding of change management.

5   Experience of preparing business cases to make recommendations and influence change.

6   Awareness of best-practice accessibility principles, including plain English.

We encourage applications from all sections of the community and particularly from people who have lived experience of homelessness.

Supporting your application

Thank you for your interest in working for Crisis.

Before you apply, please take a moment to read through the frequently asked questions below which are designed to support your application and help you understand our recruitment processes.

The person specification requires a qualification or experience that I do not have. Is it still worth me applying?
The person specification has the key knowledge, skills, experience or behaviours needed to carry out the job successfully and you will be scored based on any information you provide. If you don't quite meet the criteria, for example if you have an understanding of something rather than experience of doing it yourself, you may still pick up points for explaining your understanding or how you might approach it. However, some of the person specification points, for example specific qualifications, are critical to the role so if you don't meet those requirements, you are unlikely to be shortlisted.

Can I apply by sending my CV?
Occasionally we accept CVs and a covering letter but only if this is requested in the advert for the post. We don't accept speculative applications or hold CVs on file.

What should I do if I can't complete an online application?
If you would like to apply in a different format, for example in a Word document, because you are unable to use the online process, please contact the Recruitment Team jobs@crisis.org.uk It is helpful if you provide details of your requirements or suggestions about how we might best support you to apply so that we're able to consider alternatives.

Does Crisis use Artificial Intelligence (AI) technology for shortlisting?
Crisis does not use AI technology for shortlisting applications or throughout our recruitment process.

Can I use Artificial Intelligence (AI) technology for my application?

We strongly discourage applicants from using AI technology at any stage of the recruitment process. This is so we can run a fair, transparent process which gives all applicants an equitable chance of success. We want to hear about your own experience and perspectives in your application and if shortlisted, during the interview too.

How can I maximise my chance of being shortlisted?

It is important that you complete all sections of the online application form to ensure that the recruiting panel understand your interests, skills, behaviours, knowledge and experience. Shortlisting is mostly based on the information you provide in the assessment form section.

A strong application will also be in line with the Crisis Values that you can find on our website.

Please note! If you don't provide full responses against the person specification points, the panel won't be able to score your application fully and it will be unlikely there is enough information for you to be shortlisted.

How quickly will I know if I have been shortlisted?

Every recruitment campaign will be different depending on how quickly the shortlisting panel can review applications but if you have not been shortlisted, you will receive an email from us confirming that.

If I am not shortlisted, can I get feedback on my application?

Unfortunately, we are not able to offer feedback on your application if you are not shortlisted for interview.

Can I get feedback after my interview?

We appreciate that information about where you did well or less well can be useful, so if you are not successful following interview we are able to provide feedback.

Will you notify me of future vacancies?

Once you have registered via Crisis Jobs Online, you can sign up to receive notifications of new vacancies based on the criteria you select. We also recommend that you check our website regularly for details of new vacancies.

I recently applied for a role and was not successful, but have seen the role re-advertised. Is it worth me applying again?

If the gap between advertising has been short, we would normally advise that candidates need not apply again, unless you have re-written and enhanced your application. Some examples might be that you have strengthened your examples using the STAR technique above.

Crisis Jobs Online

I have typed my personal statement answers into the online form, but it won't let me save them. What should I do?

There is a word limit of 400 per answer so it could be that you have exceeded the limit and that is what is preventing you from saving your work.

I filled in the personal statement section and tried to save it/submit it. However, it wouldn't do this, and my information was lost. Is there any way to retrieve it?

You are encouraged to record your answers in a Word document first before copying and pasting your answers into the online application form, using the keyboard shortcuts Ctrl + C to copy and Ctrl + V to paste. The application form has a strict time out limit and so if you take longer than that limit you will lose your work and we are unfortunately not able to retrieve it.

Where can I get help?

If your query has not been answered above, you can contact the Recruitment Team jobs@crisis.org.uk for support.