



MS SOCIETY JOB DESCRIPTION

Job Title: Head of Internal Communications and Engagement

Location: Office based in London with flexibility to work remotely

Reports to: Executive Director of Research & External Affairs

Introduction to Multiple Sclerosis and the MS Society

Over 130,000 of us in the UK have multiple sclerosis (MS). It's unpredictable and different for everyone. It's often painful and exhausting, and can cause problems with how we walk, move, see, think and feel. It can make it hard for us to work, and do the things we enjoy. But it doesn't have to be this way.

We're the MS Society – a community of people living with MS, scientists, campaigners, volunteers and fundraisers. We understand what life's like with MS, and we support each other through the highs, lows and everything in between. And we're driving research into more – and better – treatments for everyone. Together, we are strong enough to stop MS.

Role Purpose

Responsible for the development and delivery of a UK-wide internal communications and engagement approach that supports our organisational strategy and ensures that staff feel informed, engaged and valued.

At a time of transformative and exciting change within the organisation, this role will be responsible for developing internal communications and engagement initiatives that drive cultural change, inspire and help staff join the dots.

As a member of the Leadership Group, contribute to the strategic leadership, planning and policy formulation of the Society as a whole.

Our values

All MS Society staff are expected to model and promote our values:

Bold

We are brave and innovative. We're not afraid to take risks and speak out, even when it is not easy. We are pioneering and dynamic in our approach to achieving our goals. We will campaign and push boundaries, and will not give up until we have beaten MS.

Expert

People with MS are experts in their own condition. We bring together their own experience and knowledge, along with that of staff, volunteers and professionals, and the best available evidence, to improve the lives of people affected by MS.

Ambitious

We do not accept the status quo. We set high standards and work hard to reach them, driving real change. We push the boundaries and are positive about beating MS.

Together

We achieve success by working with the whole MS community. We are collaborative and inclusive in our approach to succeed in delivering our goals. Everything we do shows we support and care about each other.

Key Relationships

Internal

The post holder works closely with

- The Chief Executive, Executive Directors, Heads of Department and other members of the senior leadership team
- Other engagement professionals across the organisation
- The HR and EDI teams
- The Volunteering team
- Staff throughout the Society (and volunteers as required)
- Trustees

External

The post holder works closely with counterparts in other organisations and any relevant external bodies.

Detailed Responsibilities:

1. Developing and implementing an internal communications and engagement approach

- Working with relevant members of the Executive Group (EG), develop and implement a UK-wide internal communications and engagement (ICE) approach and strategy that supports our organisational strategy.
- Being a key member of the project team that is looking to transform the employee experience at the MS Society taking it from good to excellent.
- Ensure that the MS Society utilises best practice, the latest digital technology developments and innovation in its approach to ICE.
- Develop an implementation plan for the delivery of the ICE strategy.
- Measure the effectiveness of internal communications messages and channels on an ongoing basis and make recommendations to review and amend the strategy as appropriate.

- Report back to the Executive Group and other key internal stakeholders at regular intervals to ensure the strategy continues to be fit for purpose.

2. Implementing business plan priorities

- Plan and allocate work, monitor achievement of deadlines, and support staff as appropriate.
- Focus the work of the team to implement business plans and contribute to the achievement of the MS Society's strategic aims and priorities.
- Ensure a clear focus on driving improvements in quality, impact and performance.

2a Advise on internal communications across UK

- Provide advice and support to those communicating key areas of work including strategic initiatives and projects
- Advise on sensitive and complex internal communications challenges, including crisis communications issues.
- Ensure that internal communications on staffing, relevant volunteer or other internal matters which are likely to lead to reputational damage to the MS Society are managed effectively and to protect the interests of the organisation.
- Proactively seek opportunities to advise on communications issues.
- Provide advice to ensure that internal communication and engagement best practice is embedded in project plans, that information is shaped and targeted appropriately, and that messages are accessible, timely and relevant.
- Advise and support national offices and other teams in developing their own internal communications programmes, ensuring consistency with the central ICE strategy.

2b Manage internal communication channels

- Hold strategic ownership of key internal communications and engagement channels, as well as evaluation of the impact of our channels.
- Oversee the development of an effective internal communications function, ensuring the needs of all stakeholders are met and are consistently communicating the key messages for the organisation.
- Represent internal communications on the crisis management team, responding appropriately when required and managing staff and volunteer channels as appropriate.
- Ensure opportunity for two-way, meaningful communication and have mechanisms in place for providing feedback to management.
- Oversee the production of internal channels.
- Play a leading role in managing the intranet as a key internal communication tool and leading on the development, improvement and evaluation of the platform working alongside ICT.

2c Manage staff engagement channels

- Own the planning, design, delivery, communication and evaluation of regular “pulse” surveys to measure staff engagement, and develop and implement any subsequent engagement plans arising from the people engagement surveys.
- Lead and deliver specific plans to improve engagement with staff and internal audiences.

2d Provide ICE project representation as required

- Represent internal communications on projects as required to ensure that project managers take note of internal comms needs.
- Develop internal communications plans for a range of projects, initiatives and campaigns, and implement them.

3. Providing strategic leadership of the function across the MS Society

- To be the leading authority on matters related to internal communications and engagement, providing advice.
- Develop and maintain effective working relationships across the department, directorate and wider MS Society.

4. Effectively managing operational delivery and improvement

4a Deliver agreed objectives

- Accountable for the effective day to day management and delivery of functions within the department.
- Deliver the business objectives for the ICE department as agreed annually with the CEO, thereby contributing to the achievement of the Society’s strategic aims and priorities.
- Ensure a clear focus on driving improvements in quality, impact and performance.

4b Manage the ICE team

- Responsible for the leadership, recruitment, development, retention and appraisal of staff in accordance with the standards set out in the Human Resources policies and procedures.

4c Manage the ICE budget

- Propose and be accountable for the efficient management of expenditure including effective budget preparation, planning, monitoring and review
- Ensure effective financial and resource management.

4d Monitor and report on performance

- Accountable for the analysis and evaluation of performance information, monitoring and reporting against objectives, outcomes and KPIs.
- Ensure action is taken in a timely manner to enable corrective action to be taken.

- Ensure the social impact of the department's work is measured in accordance with the MS Society's outcomes framework.

5. General

- Compliance with MSS's governance procedures.
- Ensure compliance with MSS policies on working with people with MS, Volunteers, Recruiting Safely, Safeguarding, Health & Safety and Equality & Diversity.
- Ensure compliance with MSS guidelines on the requirements of Disclosure, where applicable.

Other Duties

- To be prepared to travel to meetings across the UK and be away from home overnight, as the job reasonably demands.
- To undertake any other works as could be expected of a Head of Internal Communications and Engagement.

Reporting Responsibilities

- To supply information as required by the Chief Executive and Executive Group.

Person Specification

Qualifications

- A levels/equivalent qualification or
- Relevant professional experience, which demonstrates equivalent academic skills.
- Evidence of continuous professional development.

Experience

Essential

- Significant experience of developing, implementing and reviewing internal communications and engagement strategies.
- Experience working for complex organisations with geographically dispersed staff.
- Experience of leading engagement with staff at all levels.
- Experience advising senior managers on internal communications challenges.
- Experience of writing for a variety of audiences.
- Involvement in managing an intranet and team of intranet editors/contributors.
- Experience of working with a senior team to develop, communicate and implement business plans.
- Experience of applying effective problem solving techniques when the situation demands.
- A proven track record of success in leading and managing a small team of comparable complexity, to deliver high quality results to deadlines.

- Proven planning, programme and project management experience, including managing complex projects, involving multiple stakeholders, controlling the effective use of resources.
- Experience of financial and budgetary management.

Desirable

- Experience handling crisis communications.
- Experience working within the charity sector.
- Experience working with volunteers.

Knowledge and skills

Essential

- Excellent written and verbal communication skills, with the ability to communicate effectively in a wide range of media and audiences, including strong editing and proof-reading skills.
- Understanding of digital technologies used in internal communications, and ability to keep abreast of the digital landscape, innovation and the application of new initiatives, tools or techniques.
- Leading by example, encouraging and role modelling transparency, learning from failure, reducing complexity, user centricity, seeking feedback and ideas from all and using expertise from within.
- Collaborating using a variety of methods and tools.
- Learning through peers and experimentation, sharing the results and learning from them.
- The ability to manage change effectively.
- The ability to focus on impact and deliver outstanding results in a team environment.
- Exceptional interpersonal skills, and ability to influence/persuade a wide range of stakeholders.
- Excellent organisational and workload management skills.
- The ability to drive and embed lasting change.
- Demonstrable commitment to collaborative team work.
- Demonstrable commitment to inclusive working, ensuring equality and valuing diversity.
- IT skills, in particular Office programmes, and intranet platforms.

Employment terms

Salary band: H3

Signed by post holder

Date

Signed by Executive Director

Date



MS SOCIETY JOB DESCRIPTION

MS Society Core Competencies

June 2020

Competence	Descriptor: behaviours that can be observed	Linked to BEAT values
Fosters co-production	Acts with and for the MS Community, seeking the expertise of people living with MS to co-produce services and solutions. As a team manager, supports individuals to deepen their knowledge and understanding of the MS Community, sharing their own experience and examples of doing so.	Together Expert
Open to change and innovation	Challenges the status quo to find new and better ways of working, adapting and responding to change and learning from failure.	Bold Ambitious

	As a team manager, supports and motivates team to try new things, pursue innovation that leads to better organisational outcomes, and share lessons from failures.	
Sound decisions	<p>Makes timely decisions with appropriate information, balancing evidence and insight with appropriate risk assessment and action.</p> <p>As a team manager, makes and acts upon clear, transparent and timely decisions even in challenging circumstances, encouraging robust dialogue around assumptions and outcomes.</p>	Ambitious Expert
Collaborative working	<p>Invests time and energy to establish trust and build positive working relationships with individuals and teams across the organisation.</p> <p>As a team manager, actively enables learning and working as a team, supporting the work of other teams and creating opportunities for cross organisational working.</p>	Together

<p>Effective Communication</p>	<p>Demonstrates active listening skills and communicates clearly and succinctly in a range of formats, tailoring messages to audiences as appropriate.</p> <p>As a team manager, engages team through seeking feedback, listening and responding to different viewpoints while ensuring everyone is clear about key messages, role expectations and organisational goals.</p>	<p>Together</p> <p>Expert</p>
<p>Outcome focussed</p>	<p>Focuses on impact and the priorities, resources and deliverables needed to achieve desired outcomes.</p> <p>As a team manager, maintains focus on successful outcomes rather than hours worked, empowering and trusting people to be responsible and accountable for their work.</p>	<p>Bold</p> <p>Together</p>
<p>Inclusivity</p>	<p>Treats people fairly and respectfully regardless of background, role or status, seeking to understand and incorporate different values and viewpoints into decisions and work.</p>	<p>Together</p>

	<p>As a team manager, promotes an inclusive culture that recognises and values what each individual brings to the team, ensuring reasonable adjustments are put in place to support this.</p>	
Accountability	<p>Takes responsibility for work and personal actions; delivers on commitments, indicating where work is behind and help is needed, and acknowledges and learns from mistakes.</p> <p>As a team manager, sets and communicates clear expectations for self and others, speaks up and appropriately challenges when things aren't working and addresses problems quickly and transparently.</p>	<p>Bold</p> <p>Expert</p> <p>Ambitious</p> <p>Together</p>
Tech Savvy	<p>Embraces rapidly changing technology solutions, and understands how technology improves delivery of goals and drives efficiency and effectiveness.</p> <p>As a team manager, creates opportunities to explore and learn about the changing technology environment, apply learning and champion digital innovation.</p>	<p>Bold</p> <p>Ambitious</p>