

Internal Communications & Engagement Manager

The role reports to: **Head of Marketing & Communications**

The contract is: **Permanent**

Grade: **6**

The hours are: **37.5 hrs per week**

Location: Our Head Office is at St Barnabas House. You will have a base location at one of our offices (St Barnabas House/Chestnut Tree House/Martlets). We operate hybrid working to allow employees to work from home and the office. How, when and where you work will be agreed with your line-manager balancing the needs of Southern Hospice Group, the team and you.

Job purpose

Working with the People Director and Head of Marketing & Communications, to develop and implement our organisational internal communications and engagement strategy, delivering a proactive plan to ensure all the workforce, regardless of role, feel informed about and connected to the organisation and that they have a voice on key issues.

Internal relationships

All hospice clinical and corporate teams including the CEO, Senior Leadership Team, particularly the People Director, all those in the People Services Directorate, Group Leadership Team, Heads of Service, Managers and Team Leads, Business Intelligence team, Volunteers.

External relationships

Relevant HR networks and charity communicators both within and outside the organisation, other local hospices and healthcare providers. External agencies/organisations e.g. survey providers.

Key duties and responsibilities

- Working with the Head of Marketing & Communications and People Director, develop and implement the organisation's internal communications and engagement strategy in support of the People Plan, external communications strategy and the strategic priorities of the charity.
- Develop and manage internal channels for communication and engagement, up, down, and across the organisation, including newsletters and the intranet, as well as engagement opportunities such as Q&As and employee briefings.
- Lead high profile internal communication projects such as the employee survey, reward and recognition activities, and leadership engagement events.
- Provide advice and expertise on internal communications to colleagues across the organisation, including the Chief Executive, Directors, Board of Trustees, and Senior Managers to achieve successful engagement in key initiatives, identifying and introducing new solutions and approaches to improve engagement.
- Work closely with the Volunteering team, to ensure that volunteers are informed about key developments and that any messaging is aligned with staff comms.
- Audit and continually monitor internal communication channel requirements to ensure they are fit for purpose and oversee the introduction of new channels and technologies where appropriate, managing their implementation and building ongoing relationships with suppliers.
- Network and build relationships with key stakeholders across the organisation, in order to stay up to date on wider operational plans and deliver supporting internal communications that keep employees informed.
- Champion feedback and oversee a range of people feedback processes and mechanisms including employee focus groups, forums, workshops etc., to gain insights that will help to enhance the organisation's culture.
- Promote the organisation's values and priorities through a range of communications channels. This could include organising events, developing messaging and/or toolkits, or writing scripts for leadership.
- Work with the wider Marketing & Communications team to ensure that internal communications are seamlessly and strategically integrated into wider campaign and media planning and messaging.
- Horizon-scan the external sector and media landscape, identifying risks and opportunities that require an internal comms response.

- Ensure all administrative tasks associated with employee engagement activities, including sending out diary invites and room bookings etc., are completed to ensure a seamless engagement process for all our people.

Flexibility

This job description is intended to provide a broad outline of the role. The post holder may be required to carry out other duties commensurate with their banding and competence.

The post holder may have tasks or responsibilities delegated to them, appropriate to their level of competence. They may also be expected to delegate tasks or responsibilities to other employees within the team, as appropriate.

Person Specification

What you'll bring:

	Essential Criteria	Assessment method
Education/Qualifications	<ul style="list-style-type: none"> • Educated to degree level, or equivalent relevant work experience in a similar role. 	Application Certificates
Experience	<ul style="list-style-type: none"> • Significant experience of developing and implementing internal comms and engagement strategies and plans. • Experience of successfully delivering a range of workforce engagement programmes, to deliver high quality employee communications. • Extensive experience of developing and delivering internal communications within a complex, geographically dispersed organisation. • Proven experience of working with senior teams and contributing to strategic thinking and culture change. • Proven experience of working with multi-disciplinary teams that are geographically dispersed. • Significant experience of planning, delivering and evaluating innovative and creative internal communications campaigns. • Experience of analysing data and evaluating employee engagement surveys, and developing actions plans in response to feedback. 	Application Interview References

	<ul style="list-style-type: none"> • Experience working with sensitive, sometimes challenging, subject matter and understanding the impact that it may have on employees. 	
Knowledge, Skills and Abilities	<ul style="list-style-type: none"> • A thorough understanding of employee engagement and internal communications channels, principles, and processes • Ability to explain detailed and complicated information in simple, everyday language • Highly developed interpersonal skills, including the ability to communicate, present, negotiate, influence and build credibility with colleagues and external parties. • Excellent copywriting, editing and proofreading skills with the ability to write for a variety of audiences and channels and strong attention to detail. • Ability to deliver content in a clear and concise manner using appropriate tone of voice and language for the audience. • Proven project management skills. • Ability to work independently, lead on projects, and be responsible for managing a specific portfolio of communications work. • Confident in using MS Office tools such as SharePoint, Teams, Stream, with experience of using analytics and survey platforms. • Significant experience of managing and prioritising a high workload and multiple complex issues and tasks in a changing environment with tight deadlines • Experience of dealing with sensitive issues with empathy and resilience. • Ability to work to tight deadlines. 	Application Interview References
Personal Attributes and values	<ul style="list-style-type: none"> • Able to demonstrate a real passion for internal comms and engagement to enable our workforce to feel valued and recognised. • Shows a flexible and adaptable approach • Able to manage competing demands, delegate and make decisions. • Ability to work effectively as part of a team, contributing constructively to team objectives. • Ability to build partnerships and work across organisational boundaries • Ability to consistently demonstrate the organisational values. 	Application Interview

Other	<ul style="list-style-type: none"> • Enhanced DBS • A valid UK driving licence and the ability to travel frequently through the working day across the catchment area for the hospice. 	Application Recruitment checks
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Other duties

To undertake any other duty within your ability and within reason, as may be required from time to time, at the direction of your line manager.

Assistance

The hospices have the advantage of being supported by a number of volunteers. If a volunteer is assigned to assist you at any time, you will still retain responsibility for the requirements of this job in terms of accuracy, efficiency and standards of completion. You will also ensure good communication and be mindful of your responsibility towards that volunteer in terms of health and safety.

Confidentiality

You should be aware of the confidential nature of the hospice environment and/or your role. Any matters of a confidential nature relating to patients, carers, relatives, staff or volunteers must not be divulged to any unauthorised person.

Data protection

You should make yourself aware of the requirements of the Data Protection Act and follow local codes of practice to ensure appropriate action is taken to safeguard confidential information.

Health and safety

You are required to take reasonable care for your own health and safety and that of others who may be affected by your acts or omissions, and you should ensure that statutory regulations, policies, codes of practice and safety and good house-keeping rules are adhered to, attending safety and fire lectures as required.

Infection control

Infection control is everyone's responsibility. All staff, both clinical and non-clinical, are required to adhere to the hospices' Infection Prevention and Control Policies.

Safeguarding

At Southern Hospice Group, we are committed to Safeguarding and consider that it is everyone's responsibility. Most colleagues are considered to be People in a Position of Trust. This is because you are employed in a position where you may have direct or indirect access to children, vulnerable adults or information in relation to those persons. All staff and volunteers are required to be aware of and adhere to Group safeguarding policies and attend the appropriate training as and when necessary.

Travel

The organisation has offices in Arundel, Hove and Worthing and you will have a base location at one of these. Where it is a requirement of the role to work across our different offices, it is anticipated that you are likely to spend up to two days a week working at one or more of these locations, as required.

Vision and values

Our vision is to ensure that anyone facing a life limiting illness should receive the care and support they deserve. Our values are that we are *Caring, Connected* and *Courageous*.

Job description

This Job Description is not intended to be restrictive and should be taken as the current representation of the nature of the duties involved in your job and needs to be flexible to cope with the changing needs of the job and the hospices.