

## **Job Description and Personal Specification: Internal Communications Specialist**

**Location:** Salisbury (flexible and hybrid working supported) Full-time role (part-time applicants considered).

**Bringing together leading minds and practitioners in the sector, Wessex Archaeology is a trusted archaeology and heritage service provider and educational charity. From our network of international offices, we work in partnership with our clients to deliver sustainable solutions to manage the historic environment - above ground, below ground and underwater. We are committed to our social impact. This means using the knowledge and connections we make through our commercial activities as a catalyst to engage the communities in which we work.**

### **The role – what's involved?**

We're looking for a resourceful and strategic Internal Communication Specialist to take a leading role in championing and developing internal communications. You'll be adept at building and nurturing strong collaborative relationships and act as a trusted advisor to people across all levels, teams and geographical regions. You'll be pivotal in helping departments and individuals embed communications in their strategies and working practices, providing them with day-to-day advice and support.

You'll be responsible for maintaining and growing activities that engage, connect and inspire our people. This includes working with other teams to improve and manage internal communications tools and channels so colleagues can stay up to date with the organisation's projects, updates, process changes, strategy and goals. Working closely with the Head of Communications, you will be an internal ambassador for our brand and equip colleagues to advocate for the organisation and sell and promote our offer and purpose.

Working closely with our HR Director, you will develop comms that promote consistent engagement with employees, from potential candidates and new recruits to current staff working across the UK and internationally.

### **Main responsibilities will include:**

If you are a proactive person who has the drive and emotional intelligence to forge connections across the organisation and take our internal comms strategy to the next level, this could be the career move for you. You will:

- Deliver, evaluate and evolve our internal communications plan.
- Manage and develop the company's internal communications channels and activities, including staff meetings, organisation-wide newsletter and our intranet.
- Act as a business partner to a range of departments, including but not limited to, HR, Health & Safety, Quality, Sustainability, Finance, IT and Support Services.
- Work with the Head of Communications and Executive Team to align messaging and develop campaigns that communicate the company's strategy, purpose and values.
- Advise and work closely with senior leaders and managers on internal and corporate communications.

- Develop and implement internal and external-facing campaigns that relate to corporate activities, including areas such as recruitment, learning and development, wellbeing, quality, health and safety, and sustainability.
- Develop and nurture relationships across teams to source information and effectively implement communication initiatives.
- Embed consistency and develop understanding and alignment with our brand identity and messaging across internal teams.
- Develop and manage feedback and insights-led approaches to understanding and improving employee communications and report on activity.
- Support a culture of cross-organisational working and contribute to the overall objectives of the communications team.
- Champion inclusivity and accessibility across our channels and content.

### **Your skills, experience and attributes**

If you have the following knowledge, experience and personal attributes we would love to hear from you. We are looking for someone who has:

- Significant relevant experience in an internal or corporate communications role.
- A proven track record managing and developing internal communications channels, activities and campaigns.
- Strong verbal communication skills and the confidence and emotional intelligence to influence and engage with a range of stakeholders.
- Excellent writing skills and an ability to develop considered messaging.
- The knowledge and experience to navigate reputational and sensitive issues with care and clarity.
- Experience working across dispersed teams to promote consistency in internal communications best practices and brand alignment.
- A track record of developing feedback and insights-led approaches to internal communications.
- Expertise in delivering targeted external communications campaigns that help to promote our corporate activities, position our brand and promote our culture.
- Confident using the full Microsoft Office package and other IT software and relevant digital platforms eg Sharepoint.
- An interest in heritage and a personal drive to support our charitable and business aims.

### **Anticipated Individual outcomes and development opportunities.**

Successful performance in this role requires strategic insight but it is also an opportunity to work collaboratively with senior leaders and gain insight into the running of our organisation. You will make a vital contribution to a small but valued team and will play a pivotal role in the successful running of our internal communication function. This role is an opportunity to grow your internal communications and corporate communications expertise.

### **Anticipated organisational outcomes**

- Build resilience in the organisation
- Contributes to achieving the strategic aims of the organisation

- Equip internal stakeholders to engage with and advocate for the organisation