

Internal Communications Manager



Team and location: External Affairs - Hybrid working (Matlock)/Remote with travel around the network

What will you be doing

You will be responsible for creating and delivering high-quality internal communications that engage, inform and inspire staff throughout a period of organisational change, to YHA's centenary and beyond. You will design and implement internal communications resources including digital tools, meetings and events, which ensure that all staff are engaged in, and enthused by, YHA's work and impact.

What will you deliver.

1. You'll lead on internal communications strategy and delivery

- You'll develop and deliver an internal communications strategy which supports YHA's strategic transformation, organisational strategy and business plans
- You'll review YHA's current internal communications tools and systems, and design and implement new modern digital solutions
- You'll organise and chair internal communications meetings and events such as regular webinars, briefings and Ask-the-Exec sessions
- You'll produce consistent, clear and timely communications through internal communications channels, influencing and designing corporate messaging appropriate for staff audiences
- You'll ensure staff understand and are engaged with organisational changes, transformation activity, KPI updates and operational priorities.

2. You'll manage YHA's internal communications channels and systems

- You'll manage the systems and tools that YHA uses for internal communications and ensure that best solutions are implemented, procuring, designing and implementing new tools and systems where needed
- You'll ensure that communications are consistent across the organisation, so that all teams are receiving the correct information, instructions and engagement at the right time
- You'll work with the Head of Communications and Engagement to ensure that internal communications are planned in concert with external communications

3. You'll produce content for internal communications

- You'll gather information from across the organisation and hostel network to inform messages and content
- You'll produce content including briefings, newsletters, articles and presentations for internal audiences
- You'll seek out engaging stories from across YHA and its partnerships to inform, inspire and celebrate staff and internal stakeholders
- You'll maintain strong working relationships with colleagues across the whole organisation, to ensure they inform you of news and insights to share with others

Knowledge, skills, and experience needed

- Experience of implementing modern digital internal communications systems for a complex national organisation
- Ability to lead strategies, designing solutions and owning delivery
- Expert user of Microsoft tools for communications including Teams, Viva Engage and Sharepoint
- Digital native, able to utilise and adapt Microsoft and other workplace tools
- Experience of managing and reforming intranets for complex organisations



Helpful



Efficient



Authentic



Respectful



Team-spirited

- Experience of managing productive internal communications through periods of organisational change
- Excellent written and verbal communication skills, able to adapt style from the very formal through to the very informal
- A confident meeting/event coordinator, able to speak in front of others and chair meetings with ease and good humour
- Project management skills and experience
- Project team leadership skills and experience
- Authoritative and approachable with the ability to build positive and supportive relationships with a wide audience including senior staff and Board members, colleagues, and external stakeholders.
- Well organised, self-motivated and able to demonstrate initiative
- Ability to manage time well to deal with peaks and troughs in workload, ad hoc incidents, and conflicting priorities including between departments and individuals.
- Able and willing to travel to hostels throughout the network/ other venues for meetings, events, conferences etc.
- While experience of working in a charity is not essential, a good appreciation of charity culture and investment in YHA's mission would be useful
- A discreet and trusted confidante and source of advice for senior management when needed.
- An advocate of YHA at all times, supports the charitable objects, vision, and HEART values.
- We welcome candidates with lived experiences that they are willing to share, that can inform/shape our approach, and help to reach those facing a range of personal or professional challenges.

We note that communication can take many forms. This may include sign language; other adaptations for those with hearing impairments; or other speech or language difficulties.

Where there is a need for additional assistance and reasonable adjustments required by the postholder to carry out the role, these will be supported.

Role details

Reports to: Head of Communications and Engagement

Financial responsibility:

Line management: There is no line management responsibility.

Relationships: Internal: CEO, Senior Leadership Team, Board of Trustees, Governance Manager, Head of Marketing & E-Commerce, Head of IT, Business Support Team, Director of Operations, Impact, People & EDI, Operations Team, People Team, Hostel Managers, Trade Union representatives, other internal stakeholders

External: voluntary/public sector partners and stakeholders, beneficiary groups, legal advisors

Accountability: The role holder will be accountable for leading the development and implementation of YHA internal communications strategy, systems and tools that:

- Engage staff in YHA's mission, organisational strategy and operations
- Ensure consistent and efficient communication between staff and internal stakeholders across YHA and its network of hostels

Author: Director of External Affairs and Engagement

Date completed/reviewed: March 2026



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