

# Job Description

<b>Title:</b>	<b>Internal Communications Manager</b>
<b>Contract:</b>	<b>Permanent, full time</b>
<b>Reporting to:</b>	<b>Head of Communications and PR</b>
<b>Salary:</b>	<b>£39,763 per annum</b>

## About Us

We are a world-class visitor attraction and leading science research centre. We use the Museum's unique collections and our unrivalled expertise to tackle the biggest challenges facing the world today. We care for more than 80 million objects spanning billions of years and welcome more than five million visitors annually and 16 million visits to our website.

Today the Museum is more relevant and influential than ever. By attracting people from a range of backgrounds to work for us, we can continue to look at the world with fresh eyes and find new ways of doing things.

We employ over 1000 staff in a variety of roles, all united by our vision of a future where people and planet thrive. We need everyone to have the passion and drive to help us with our mission to create advocates for our planet and inspire millions to care about the natural world.

This is an exciting time to join the Museum as we have secured investment from the UK Government to build a new science and digitisation centre at Thames Valley Science Park, University of Reading. The purpose-built centre will house much of the Museum's collection and will include laboratories, digitisation suites, collaborative research spaces, conservation labs and workspaces.

## Diversity and inclusion matter to us.

Our vision is of a future where both people and the planet thrive. Diversity is one of our core values and we strive to build a workplace where everyone feels a sense of belonging. All new staff who join us learn about the importance of diversity and inclusion to the Museum and how to contribute to creating an inclusive environment.

We know we have more to do, but we are committed to ensuring that everyone who works at the Museum feels they can thrive and feel valued and respected.

## Job Summary

The Natural History Museum is seeking a proactive and self-starting, ambitious, driven, creative and forward-thinking Internal Communications Manager to support its 1100 members of staff, across three sites. This role is responsible for developing and overseeing the delivery of the Museum's internal communications strategy.

You will relish seeking out (and prioritising!) the vast amounts of news within the organisation – creating engaging content that resonates with colleagues. With a creative, inclusive and strategic approach to delivering engaging employee communications, you will ensure the Museum adopts best practice. You will be encouraged to explore and share new innovations in internal communications.

This role has a broad remit to develop and manage internal communications for the Museum that informs and celebrates the varied work of colleagues from creating temporary exhibitions, delivering world-famous visitor events and leading the transformation of the Museum's galleries, to the ground-breaking research conducted by our 350 scientists.

Supporting a wide range of internal communications activities, this role will inform, engage and motivate colleagues about the Museum's vision and mission and all the vital work the Museum is undertaking to create advocates for the planet.

You will have a proven track record of developing and delivering impactful communications strategies that incorporate in-person and online events and digital communications which are effective throughout a multi-site organisation.

## Main Responsibilities

- Working with the Head of Communications and PR, develop and deliver an employee communications strategy that supports the transformation of the Museum to a multi-site, agile organisation, where all employees understand the role they play in delivering the Museum's strategy – using a mix of methods that connect with employees, from traditional face-to-face events to active listening opportunities and employee participation and involvement.
- Manage the forward planning and implementation of internal communications campaigns, assessing project needs and audiences to select the most effective communication channels to achieve greatest traction (writing and editing content where appropriate, supporting design and dissemination).
- Create and curate the content plan for internal communications so that there is a consistent narrative throughout internal activity.
- Managing internal crisis comms in close collaboration with the Director of Communications, Digital, Marketing and Publishing, the Director of HR and the Head of Communications and PR.
- Develop strong relationships with key stakeholders (including HR, Communications, Chief of Staff, Executive Board) to proactively develop plans to support organisational objectives.
- Lead the planning and communication of Executive Board internal messaging, including drafting written messages and speaking notes.



- Working with the Chief of Staff, support the Director, Executive Board and Board of Trustees to improve the visibility of the Museum's leadership
- Deliver a series of events for staff, including Colleague Coffees and Friends and Family events.
- This role reports directly to the Head of Communications & PR.

## **Person Specification**

### **Reputation management**

- Significant experience of reputation and issues management and contributing to crisis communications for high profile organisations.

### **Strategic awareness and planning**

- Excellent judgement and experience of acting as an adviser at a senior level.
- Excellent organisational and project management skills, with the ability to juggle a wide range of competing demands and deliver to deadlines.
- Can optimise and effectively plan the use of available resources to deliver objectives to deadline and to a high standard.
- Accustomed to monitoring qualitative and quantitative data and using evaluation to shape future work.

### **Communication**

- Ability to demonstrate considerable experience working in internal communications for other large, multi-site organisations
- First class written and verbal communication skills, with the ability to tailor communications to the audience and use appropriate tone of voice
- Ability to work flexibly and collaboratively across teams and hierarchies and build relationships at all levels including excellent interpersonal skills, personal credibility and evidence of ability to influence decision making
- Strong planning management skills and self-sufficient
- Strong organisational skills and attention to detail
- Responsive and confident with an ability to keep calm under pressure
- Excellent creative and visual skills
- Digital skills: familiarity with information technology, especially digital and video as means of communication, is essential

### **Organisational Awareness**

- Understanding of and ability to effectively operate within the Museum's governance and management framework
- Demonstrates a commitment to (and promotes) equality, diversity and inclusion, ensuring the Museum is an inclusive environment
- Encourages an organisational learning approach (learns from success and failures and seeks staff and other stakeholder feedback)
- Diplomacy and the ability to maintain confidentiality

### **Time and work stream management**

- The ability to juggle multiple projects and competing deadlines efficiently without supervision

## Thriving at the Museum: the way we work

We are proud to work at the Museum and have identified the qualities we all need to embody to reach our shared ambition. This sits alongside the Museum's values and forms the framework for the way we work.



**We are ambitious.** To make a difference on a global scale we are big and bold in our thinking and set goals which may seem impossibly high. We act with integrity, but we are not rigid or inflexible. We are excellent at what we do and look for opportunities to make a difference for the Museum wherever we can.

**We are curious.** We never stop learning. We look outwards beyond the Museum and ask questions to advance our understanding. We seek out and actively listen to different perspectives. We take time to reflect, are thoughtful and open to new ideas.

**We share the wonder.** We are captivated by the natural world, proud of our treasures and trusted guardians of our collections. We are passionate about the Museum, enjoy telling its stories and sharing our knowledge and expertise to inspire others. We don't take this for granted; we feel proud to work here.

**We are pioneering.** We are not afraid to try something new and use good judgment and evidence to take risks. We experiment, innovate, and embrace complex problems by adapting our approach. We do not dwell on setbacks or get preoccupied with problems. We find solutions.

**We team up.** We respect the expertise of others and recognise that we produce the strongest outcomes when we put the best ideas together. We trust each other, keep things simple and make it easy for others to do the right thing. We share information and skills so everyone is equipped and enabled to succeed. We never let bad moments grow into bad relationships. We inspire and empower each other to give our best.

**We act with pace.** We focus our efforts where we know we can make the biggest impact. We take tough decisions and once a plan is set, we all get behind it to make it happen. We take responsibility and don't wait to be told what to do. We are racing against time in this planetary emergency, so we work with a sense of urgency.

## General Information

All positions at the Natural History Museum are conditional subject to receipt of:

- Proof that you are legally entitled to work in the UK
- A Basic Disclosure Check from the Disclosures and Barring Service (DBS)
- Satisfactory references covering the last 3 years of your employment or education
- Health clearance

