



**Anna Freud**

## Job Profile

<b>Job title</b>	Senior Internal Communications Officer
<b>Reporting to</b>	Head of External Affairs
<b>Employer</b>	Anna Freud
<b>Salary</b>	£36,500 FTE per annum, plus 6% contributory pension scheme
<b>Location</b>	Hybrid (a mixture of home/onsite working): staff are working onsite for at least 20% of their working hours at our London site (4-8 Rodney Street, London N1 9JH)
<b>Working hours</b>	Full-time: 35 hours per week. Usual working hours are Monday to Friday, 09:00-17:00. Out of hours work on occasion. Flexible working is possible.
<b>Holidays</b>	27 days plus Bank Holidays FTE
<b>Term of contract</b>	Permanent

### About Anna Freud

We are a world-leading mental health charity for children, young people and their families. Our purpose is to take everything that we have learned over the last 70 years, and to transform the mental health of current and future generations of children and young people, to close the gap between mental illness and mental wellness - and to create a more compassionate society for everyone. Our vision is a world where all children and young people are supported effectively to enable them to develop their emotional and mental health, build on their strengths and achieve their goals in life. Our mission is to close the gap in wellbeing and mental health by advancing, translating, delivering, and sharing the best science and practice with everyone who impacts the lives of children, young people and their families.

## **Purpose and overview of the role**

Our Senior Internal Communications Officer will be responsible for the management, delivery and evaluation of our internal communications activity. The post-holder will work closely with colleagues in the wider Brand & Marketing and External Affairs team - as well as senior colleagues across the wider organisation - to take briefings, gather information and communicate key updates for the wider staff base. The post-holder will share these across a range of digital and in-person channels and evaluate, grow and improve communications through data and insights.

Our Senior Internal Communications Officer will play a key role supporting the Head of External Affairs to develop and rollout an updated internal communications strategy, taking on learnings and latest best practice. The post-holder will also play a pivotal part in delivering our new brand vision to our internal audiences and work in partnership with People and Culture colleagues to help them achieve their own internal engagement objectives.

## **Main responsibilities of the role**

### **Internal Communications:**

- Develop an internal communications strategy and annual plan in conjunction with the Head of External Affairs;
- Ensure organisational initiatives and projects are strategically communicated to employees via internal comms channels and engagement opportunities;
- Plan, write and edit content for a variety of internal communications channels, such as the staff intranet (SharePoint), emails (Microsoft), and email (Mailchimp/Salesforce/Pardot);
- Provide strategic internal comms advice and content for colleagues and teams across Anna Freud;
- Support the planning of staff events and prepare, advise on and deliver internal presentations as required;
- Draft emails and scripts for senior managers for presentation to staff in written, or spoken form;
- Support the development of A/V internal comms to help Anna Freud test and learn about the most successful content and channels for our colleagues;
- Ensure internal communications messages are consistent across all mediums and are on-brand (tone of voice, look and feel);
- Liaise with the wider External Affairs team to ensure internal messages are consistent with external messages;
- Respond to feedback from colleagues, adjusting content where required and escalating to senior management where necessary;
- Support internal communication responses to crisis situations that could affect organisational perception and reputation;
- Contribute to the project team leading the development of our SharePoint intranet site;

- Evaluate all internal comms outputs and provide recommendations for continuous improvement.

**Ways of working:**

- Work with the Head of External Affairs to identify corporate priorities and ensure the smooth workflow of work through the department;
- Coordinate messaging requirements with colleagues across Anna Freud;
- Collaborate across the Brand, Marketing and External Affairs department in order to build team processes, planning, culture, and maximise the impact of all audience-based programmes;
- Collaborate with People and Culture leads to align internal comms with employee experience and other People and Culture opportunities and initiatives.

**Additional:**

- Complete any required administrative tasks.

**All employee responsibilities:**

- Maintain an awareness of and actively follow and promote Anna Freud's policies, including Equal Opportunities, Health and Safety, Safeguarding and Information Governance;
- Complete all Anna Freud mandatory training, including but not limited to Safeguarding, Health and Safety, Equality and Diversity and Information Governance, within the required timescales;
- The welfare of the children, young people and vulnerable adults who come into contact with our services either directly or indirectly is paramount and all staff have a responsibility to ensure that best practice is followed, including compliance with statutory requirements.

**To be noted**

This is not an exhaustive list of tasks; the employee will be asked to undertake other ad hoc tasks relevant with the scope and purpose of this role. This job description reflects the present requirements of the role, and as duties and responsibilities change/develop, the job description will be reviewed and be subject to amendment in consultation with the post-holder.

# Person Specification

Before starting your application, please read the below in full to understand the requirements of this role. The key criteria which will help us to assess candidates are listed below. There is guidance to highlight at which stage the criteria will be assessed. **Please ensure all criteria listed to be assessed at application stage are evidenced in your supporting statement.**

Criteria	Assessment Method (Application/Interview)
<b>Qualification/training, experience and/or knowledge</b>	
Relevant degree, equivalent qualification, <u>or</u> experience in an internal communications role	Application
Demonstrable experience managing internal communications programmes in a public, third, or private sector organisation	Application/Interview
Experience of building internal communications strategies and evaluating impact	Interview
Content management experience	Interview
<b>Skills and/or abilities</b>	
SharePoint and Mailchimp/Salesforce/Pardot skills	Application/Interview
Excellent copywriting, proof-reading and presentation skills	Application/Interview
Internal event management skills	Application/Interview

During the interview(s), candidates will be asked at least one question regarding our values, and one question regarding equity, diversity and inclusion (EDI). We expect everyone to actively demonstrate our values and inclusive behaviours in all areas of their work. **Our values and EDI statement can be viewed [here](#).**

## Equal opportunity

We ask our people to share their diversity dimensions with us as it helps us to identify, tackle and prevent any bias appearing across the employee lifecycle at Anna Freud. Monitoring this information allows us to understand how well our efforts to improve diversity, equity and inclusion are working. Your responses will be held securely by our People and Culture team in accordance with our privacy policy and will not be seen by recruiting managers or the interview panel at any stage of recruitment, therefore your responses will not form part of our selection process.

## Further support

We want to ensure all candidates can access and apply for our vacancies equitably, if you require any additional assistance to apply or would like to find out more about the role, please contact us on [recruitment@annafreud.org](mailto:recruitment@annafreud.org). We aim to provide reasonable adjustments where operationally possible for the work that we do.

## **Post-interview**

If successful after interviewing, you will be notified verbally with a job offer and pre-employment checks will be initiated.