

## **Part 1: JOB DESCRIPTION**

<b>JOB TITLE:</b>	<b>Senior Internal Communications and Engagement Officer</b>
<b>DEPARTMENT</b>	<b>People and Culture</b>
<b>TEAM:</b>	<b>Internal Communications &amp; Engagement</b>
<b>LOCATION:</b>	<b>Hybrid – linked to our Ewell office with home and office working</b>

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### **1. POSITION IN ORGANISATION**

- Reports into: Head of Internal Communications and Engagement
  - Line Manages: To be agreed. Some line management responsibilities likely within the team to help support overall performance and delivery.
  - People responsibility: Works directly with Internal Communications and Engagement team colleagues and staff from all Central Office employee departments including Executive Leadership Team (ELT) and Senior Leadership Group (SLG) members, our Nations teams, and volunteers including Branch Directors, Regional Directors and Functional Leads as well as managing key vendor relationships with external providers, for example creative, publishing and digital services.
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### **2. MAIN PURPOSE OF JOB**

This senior internal communications role will work on a range of communications activity across the whole internal communications team. They will develop internal communications plans around key internal projects and campaigns as well as develop content to support the delivery of our core channels and be involved in project work and campaigns. They will liaise with key stakeholders at all levels including ELT, SLG and senior volunteers.

The postholder will also support the Assistant Director of Internal Communications and Engagement and Head of Internal Communications and Engagement with an agreed range of critical change communications projects and other work, as needed.

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### **3. KEY RESPONSIBILITIES**

#### **Delivery**

- Lead on the development and delivery of internal communication and engagement plans and tactics to support the effective delivery of key projects/campaigns or organisational initiatives, responding to feedback as necessary
- Support the Assistant Director of Internal Communications and Engagement and Head of Internal Communications and Engagement with an agreed range of critical change communications projects and other tasks, as needed
- Support the planning, development and execution of plans for our internal communication channels; writing, editing and producing clear, compelling and engaging content to support knowledge sharing and storytelling across Samaritans

- Support the evaluation of the impact of internal communications, using data to identify potential improvements to associated team practices, processes, plans and channels
- Support charity staff and volunteers, including senior leaders; effectively advising and coaching others to make best use of our existing and new communication channels to maximise engagement

### **Team**

- Support Internal Communications and Engagement team members, assisting with managing workload across the team, guiding priorities and offering coaching/development or additional support/direction, as needed.

### **Other**

- Manage responses to senior and branch volunteers as required, working with and guided by staff team colleagues
- Coordinate content contributions from volunteers and staff, effectively managing the editing and associated sign-off processes
- Maintain team planning documents for core internal communication channels/publications
- Coordinate content contributions from volunteers and staff, effectively managing the editing and associated sign-off processes
- Support the work of other individuals/teams by proofreading, editing and writing new content for our channels
- Write clear, compelling and engaging content for a variety of internal audiences and channels, both online and offline, encouraging knowledge sharing and storytelling
- Cover other channels and projects as needed during periods of team absence and at times when re-prioritisation is required
- Work collaboratively with other team members, offering support and guidance as needed
- Maintain and develop knowledge of internal communications, including emerging trends
- Act as a guardian for the Samaritans brand and champion it whenever and wherever possible.

## **Part 2: PERSON SPECIFICATION**

### **4. SKILLS, KNOWLEDGE AND EXPERIENCE**

#### **Essential**

- Strong track record of achievement in internal communications, including managing large and complex projects, engagement campaigns or engagement surveys
- Confident communicator with excellent written and verbal communication skills and the ability to analyse and present data effectively
- Strong copywriter and editor, with an eye for detail and the ability to cut through complexity to communicate key messages in a clear and engaging way, particularly online content
- Ability to juggle multiple projects or requests, prioritise and act quickly to meet deadlines
- Well-organised and able to manage and prioritise own and others workload, as needed
- Ability to build and maintain positive relationships with staff and volunteers at all levels, using your network to gain insight, ideas and feedback to help develop our plans
- IT literate and fully conversant with all basic Microsoft packages
- Good understanding of digital channels and new/emerging communications platforms
- Experience of overseeing external consultants and suppliers
- A highly collaborative team player

#### **Desirable**

- Displays a strong understanding of, and interest in, inclusion and diversity issues

- Experience of survey management and analysis and other engagement methodology
- Experience of designing and delivering events both online and in-person
- Understanding of online content design and digital methodologies

**Everyone who works for the Samaritans is expected to:**

- Demonstrate genuine commitment to our vision that fewer people die by suicide.
- Promote, believe in and work within our equity, diversity and inclusion policies and procedures.
- Value and embed the voice, insights and expertise of people with lived experience in line with our lived experience principles and policies.
- Promote and work within our safeguarding and health and safety policies and procedures.

The nature of Samaritans service delivery model means that there may be occasional evening and weekend working, for which time off in lieu will be given.

**Main internal contacts**

- Executive Leadership Team
- Senior Leadership Group
- Directors of Branch Operations, Regional Directors, and Branch Directors
- Samaritans staff
- Samaritans volunteers

This job description is a statement of requirements at the time of writing and is not contractual. It should not be seen as precluding future changes after appointment to this role.

**Signed by employee:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Last updated: [July 2024]**