

Brand and Communications

# Senior Intranet Manager

## The job, in a nutshell

Reporting to the Head of Internal Communications and working alongside a delivery manager, this role will be crucial in helping us to deliver a new network wide communications platform.

The platform is key to a new internal communications strategy to enable the Age UK Network of local, national and international charities to collaborate more effectively and ultimately deliver more for older people.

This role will act as the internal communications team's key specialist on the project and work closely with a Delivery Manager, technology colleagues and our platform provider.

The successful candidate will bring significant internal communications experience and be able to demonstrate and evidence knowledge and significant expertise in setting up, launching and embedding a new intranet across a complex network of organisations.

Strong collaboration and presentation skills are essential as the role will work with diverse stakeholders through the delivery and launch phases.

[www.ageuk.org.uk](http://www.ageuk.org.uk)

Age UK, 7th Floor, One America Square, 17 Crosswall, London EC3N 2LB.  
Registered charity number 1128267. Company number 6825798.

## Our values



## Brand and Communications

### What you'll do for us:

- Act as the project specialist for the internal communications team focusing on the delivery of a new network wide communications platform.
- Use a variety of methods to gather people's views on what colleagues across the Age UK network want and need from the new platform.
- Work with stakeholders, the project team and the platform provider to develop and test the taxonomy of the platform and how it integrates with other platforms.
- Work with stakeholders to establish governance and ownership processes for the platform.
- Support stakeholders and the platform provider to develop user groups categories and sign up / data gathering processes to feed into user groups
- Carry out a review of content on the current intranet and oversee the transfer of key content onto the platform.
- Work with technology colleagues to devise and deliver a plan for testing the platform.
- Lead on developing a communication plan for the engagement phase, testing phase, pre-launch and launch and feed that plan upward to the Project Board.
- Coach, advise and support our internal comms champions and SLT ahead of launch
- Work with the wider internal comms team to develop a content strategy for the new platform.
- Work with the wider internal comms team to edit and publish new internal communications content for the platform.
- Work with the supplier to devise and deliver a full training programme, including train the trainer sessions and engagement with network partners across the UK.
- Advise the project team to devise strategies to enable high early engagement rates.

### Location

Hybrid/London

### People management

No

### Division

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We're an  
**Age-friendly  
Employer**



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- Work with the Delivery Manager and Head of internal comms to produce a short report of key findings at the end of your contract, including key recommendations for the internal comms team on the future use of the platform and ongoing content strategy.

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### Must have

The letters after each competency indicates at what stage in the selection process this area will be assessed.

Application = A, Interview = I, Test = T, Presentation = P

### Experience

- Demonstrable and significant experience of delivering new online internal comms platforms (intranets) from start to finish. **A, I, P**
- Evidence of significant experience of internal communications stakeholder management. **A, I, P**
- Evidence of significant experience of devising and delivering training programmes as part of the establishment of new internal comms online platforms. **A, I**
- Evidence of incorporating Diversity, Equity and Inclusion into internal communications strategies and content. **A, I**
- Evidence of significant experience of devising and delivering content governance processes for internal communications platforms. **A, I**
- Evidence of significant experience advising and coaching senior leaders on internal communications. **A, I, P**

### Skills and knowledge

- Evidence of strong project management skills within an internal communications context. **A, I**
- Evidence of strong written communications skills, with the ability to distil complex information into compelling content. **A, T**
- Strong knowledge of the workings of internal communications platforms (intranets). **A, I**
- Confident presenter and facilitator with evidence of strong presentation skills. **I, P**

### Personal attributes

- Evidence of strong people skills, including examples of collaborating across all levels of an organisation and across networks, federated

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structures or complex partnerships. I, P

### Great to have

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### Experience

- Previous experience of working within the charitable sector. A
- Journalistic background. A
- Experience of working in a federated organisation. A

### Skills and knowledge

- Evidence of strong video and audio experience for employee and partner audiences. A

### Any other details

This role description is not intended to be exhaustive in every respect, but rather to clearly define the fundamental purpose, responsibilities and dimensions for the role.

In addition to the contents of this role description, employees are expected to undertake any and all other reasonable and related tasks allocated by line management.

Age UK acknowledges that some groups are less likely to apply for roles and we welcome applications from anyone who feels they have the skills, time and energy to commit to us.

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