

Job Title:	Internal Communications & Engagement Advisor		
Reporting to:	Internal Communications & Engagement Lead	Job Band:	4
Directorate	People & Culture	Team	Culture & Inclusion
Direct Reports:	0		

Job Summary

The Internal Communications and Engagement Advisor will help implement the tactics of St John's internal communications strategy. They will be required to advise and support departments so they can communicate better internally using our current channels. They will be required to produce up-to-date content on key St John issues, and support departments so that they can also effectively communicate their own objectives.

Key Responsibilities

- Advise on communication and engagement plans, use of relevant channels, and development of key messages, to help ensure a successful outcome.
- Provide expert internal communications advice, upskilling and support to senior managers and teams to ensure that their communications are timely, effective and have impact.
- Support the Internal Communications and Engagement Lead by advising on the creation and delivery of communications plans and activity in line with all our networks and our Culture programme.
- Contribute to the team calendar of activity so that there is a clear process for internal communications projects and so the entire team is aware of ongoing and proposed work.
- Leads on stand-alone projects which will significantly improve an aspect of the way we communicate internally, eg. intranet development, working with key stakeholders to reflect the needs of the organisation, coming up with recommendations, working with cross-organisation teams and subject matter experts, dealing with difficulties, communicating updates on the project and seeing the project through to completion
- Produce compelling and engaging content for a wide range of internal audiences across the organisation, including senior managers, employees, volunteers and specific interest groups.
- Work with colleagues across the organisation on the planning and delivery of communications and engagement events for all St John people e.g. Townhalls (some are remote, some are hybrid) to achieve maximum engagement from our people.
- Ensure every piece of work can be measured and evaluated so effectiveness can be analysed, to help shape and improve future communications.
- Perform any other duties commensurate with these responsibilities, the band of the post, and the skills and qualifications of the post-holder.

Important things you need to know about this job

- Occasional travel within England will be required, including to deliver our all St John Townhall meetings and to get together with the wider Internal Comms Team approximately once a month for 'anchor days'.
- Occasional evening work is required as our volunteers are typically not available during working hours to attend Townhall meetings, so we always deliver an evening event. Time Off in Lieu (TOIL) can be taken for working outside of your normal working hours.

Our Values and Commitment to Equality, Diversity and Inclusion

- Our Values spell HEART which stands for Humanity, Excellence, Accountability, Responsiveness and Teamwork.
- Everyone who works at St John needs to be familiar with the HEART values and exemplify them.
- We are committed to being an organisation that is inclusive and welcoming of individual differences while championing equality of treatment and opportunity.

Person specification

This is a specification of the experience, skills etc. that are required to effectively carry out the duties and responsibilities of the post (as outlined in the job description) and forms the basis for selection.

Requirements	Essential	Desirable
Education and Qualifications		
Educated to GCSE level or equivalent (Grade C / 4) including Maths & English, minimum 5	✓	
Educated to degree level		✓
Relevant professional qualification accredited by the CIPR, CIM or equivalent		✓
Experience		
Proven experience of success in internal communications, advising, analysis, creating and implementing internal communications plans with others	✓	
Proven experience in event planning, management and delivery		✓
Experience in handling sensitive and challenging communications	✓	
Experience in writing and editing complex material into a corporate style based on principles of plain English	✓	
Practical experience in writing for different channels and audiences – including newsletter content, intranet articles and internal social media posts – and knowledge of how to measure engagement and gather insight to understand an audience's behaviour.	✓	
Experience of developing strong relationships with key stakeholders, employees and volunteers within a complex organisation	✓	
Experience of working with survey tools, data and analysis to support the engagement with our people as part of our Culture and Inclusion plans		✓
Experience and understanding of a wide variety of internal communication channels and tools and being able to upskill and train people to access and use the appropriate channels	✓	
Skills, knowledge and abilities		
Be willing and able to exemplify the HEART values	✓	
Up to date knowledge of on and offline communications channels		✓
Be able to provide practical internal communication advice to senior stakeholders and various teams across the charity and engage them in leading their own IC content	✓	
Ability to influence stakeholders across the organisation, including senior management	✓	
Ability to develop a detailed communications or engagement project based around clear business objectives	✓	
Excellent communicator, able to advise on how to write and edit compelling, on brand copy for a number of audiences with different interests and levels of literacy	✓	
Have knowledge of Microsoft365 tools such as SharePoint, Outlook, Teams, Live Events and Viva Engage.	✓	
Skills in Photoshop, InDesign, Premiere Pro for creating intranet banner images and editing video and audio files.		✓
Ability to work on own initiative and to prioritise busy workload and time manage to meet deadlines	✓	

**Not all required experience, skills, knowledge and abilities should be essential.
Be realistic about having some that are desirable to help with the selection process.**

Essential skills, knowledge and abilities – all Managers

- Role model a values-driven approach
- Demonstrate a compassionate and emotionally intelligent leadership style
- Be open to feedback and the learning that comes from it
- Be prepared to take action when poor behaviour is observed
- Be able to use MS Office products at intermediate level

Essential skills, knowledge and abilities – all Employees

- Be willing and able to exemplify the HEART values

This job description is intended as an outline indicator of general areas of activity and will be amended in light of the changing needs of St John Ambulance. It is expected that the post holder will be as positive and flexible as possible in using this document as a framework.	
Initials: [HP]	Date of preparation: [16/06/2025]
Job Approved Date: [Date approved by Job Approval Panel]	Version: (x of y) [Iteration of Job Description]
Ref: JDPS / People & Purpose / Culture & Inclusion / Internal Communications & Engagement Advisor	