

**Job Title:** Internal Communications & Engagement Manager (-FTC)

**Reporting to:** Head of culture & Inclusion **Job Band:** Band 2

**Direct Reports:** 1

Our Internal Communications and Engagement Manager will play a critical role in realising the vision of our Trustees and Senior stakeholders, as well as leading on our work to inspire, inform and engage volunteers and employees nationwide. Their portfolio is across all aspects of the Charity's new strategy, news, policies and procedures, encouraging 360° communication, as well as supporting the process of internal change needed to bring to life the delivery of our new vision.

The post holder will lead a dynamic team and specific projects to deliver results, while working at pace. Our Internal Comms and Engagement Manager will be instrumental in deepening our understanding of our audiences, and devising the most impactful strategies to reach them. Ways to reach them, as well as writing and editing engaging content that ensures key messages, campaigns and announcements are

#### Key Responsibilities

- Sets the internal communications strategy by bringing together the different organisational strategic plans and ensures that there are clear messages, and channels to meet the organisation's aims, and employee and volunteer needs. Reviews the strategy regularly, involving key stakeholders, to make sure it is fit for purpose and achievable.
- Implements the strategy through the team and with the support of roles throughout the organisation, Develops a clear timeline for completion of objectives which include researching communication needs, streamlining and improving current channels, introducing new channels, advising on data management, leadership communications, management toolkit and producing compelling content.
- Manage the team calendar of activity and sets up a clear process for internal comms projects and workload can be managed easily. Support coordination of internal events (e.g. All Hands Calls hosted by the CEO and Exec Leadership team, engagement roadshows) to help manage a rolling calendar of internal engagement.
- Lead a team of an active volunteer community of practice, providing effective internal comms advice and meeting with senior leaders to determine their internal comms needs, recommending plans, advising on channels, delegating to the team, reviewing and producing engaging copy, and supporting departments in delivery of their project. Identify and implement ways to educate departments so they can run their own effective internal communications projects, using tools or channels
- Provide effective leadership comms counsel, advising senior management on sensitive and complex internal communications challenges, including crisis communications issues
- Lead on developing and improving the intranet (CONNECT) and other key internal collaboration tools, working with the team and IT colleagues. Champion the development of the digital skills needed to support more effective collaboration and engagement within the charity.
- Lead on standalone projects which will significantly improve the way we communicate internally, eg. email list management, restructure communications. Work with key stakeholders to reflect the needs of the organisation, come up with recommendations, work with cross-organisation teams and subject matter experts, deal with difficulties, communicate updates on the project and see the project through to completion.
- Ensures every piece of work can be measured and evaluated so effectiveness of various channels and tactics can be analysed, success celebrated and improvements made.
- Oversees the workload and development of the team so they can fulfil their roles advising internal departments, producing compelling copy, supporting intranet content owners etc

- Provides effective and consistent line management to direct reports creating a culture that is in line with SJA values and ensures effective service delivery and well motivated and engaged employees. Performs any other duties commensurate with these responsibilities, the band of the post and skills and qualifications of the post-holder.

#### You will

- Be able to work on your own initiative
- Need to be willing to attend events that may be outside of normal office hours and travel nationwide if required

## ABOUT YOU

### 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
<b>Education and Qualifications</b>		
Educated to degree level or equivalent		✓
Relevant professional qualification accredited by the CIPR, CIM or equivalent	✓	
<b>Experience</b>		
Experience in setting and implementing IC strategy. Can demonstrate where they have driven change and contributed to an increased positive perception of communication.	✓	
Measurable success in leading key internal communications projects: supported organisation change, rollout of internal systems, change of platforms, change of organisational approach, introduction of new processes.	✓	
Has worked on confidential and organisationally sensitive communications, understands the need for managing span of 'who needs to know'	✓	
Experience in providing internal communications counsel to and influencing senior figures, providing guidance on appropriate tone and approach to internal communications	✓	
Experience of working in a large organisation with multiple offices and points of contact	✓	
Experience of working within an environment with Volunteers and Trustees		✓
Experience of creating internal communications for crisis management		✓
Experience of creating, implementing and overseeing the maintenance of intranet based internal communication tools	✓	
<b>Skills, knowledge and abilities</b>		
Ability to develop a detailed communications campaign based around clear business objectives	✓	
Excellent skills in writing and editing compelling, on-brand copy for a number of audiences with different interests and levels of literacy	✓	
Excellent interpersonal skills with ability to communicate effectively at all levels	✓	
Up to date knowledge of on and offline communications channels		✓
Good knowledge of and the ability to use intranet platforms such as Sharepoint and to use Microsoft® applications at intermediate level	✓	

Ability to drive a high performing, independent team that deliver against deadlines, and are able to interact and communicate effectively across the organisation at any level	✓	
Excellent planning and organisation skills, can manage resources and plan effectively against competing priorities and is able to ensure that team are similarly disciplined and equipped to the same	✓	
Ability to manage a budget		✓
<b>DBS Requirement</b>	<b>Yes</b>	<b>No</b>
Does the role require a DBS check to be carried out to be successful for the role  <i>If 'Yes' what level of DBS check is required for the role? Is it <b>Basic/Enhanced</b></i>  <i>*please refer to the additional information page in reference for hiring manager guidance on DBS checks</i>		✓
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: KP	Date of preparation 11/02/26	