

Job Title:	Internal Communications and Engagement Lead		
Reporting to:	Internal Communications and Engagement Partner	Job Band:	Band 3
Directorate		Team	Strategy & Performance
Direct Reports:	2		

Job Summary

This role will support the the Internal Communications and Engagement Partner to provide strategic leadership for organisational communications, engagement and reputation management, ensuring employees, volunteers and stakeholders receive clear, timely communications that support understanding and delivery of organisational priorities.

Working closely with senior leaders and colleagues, the postholder will lead on high profile projects and will manage our engagement and internal communications function, empowering the team to continue their growth and development.

The role is required to provide advice and supports to managers, often at a senior level, so that communications are timely, effective and have impact

Key Responsibilities

- Work with the Internal Communications and Engagement Partner to deliver the charity's engagement and internal communications as part of the St John strategy, ensuring messages, and channels meet the organisation's aims, and employee and volunteer needs.
- Lead a team of Engagement and Internal Comms Advisors who offer specialist support and activities across employee and volunteer networks, including supporting coordination of internal events
- Lead on a number of high-profile projects which are significant for the organisation, for example wider engagement through surveying activities
- Identify and implement ways to educate departments so they can run their own effective communications, using tools or channels
- Support a strategic approach, helping to develop plans that are joined up, timely and address longer term requirements.
- Work with a wide range of communication channels, including intranet, bulletins, social media and newsletters.
- Ensure every piece of work can be measured and evaluated so effectiveness can be analysed to help shape and improve future communications.
- Lead on providing internal communications support for crises and adverse events, as delegated by the Internal Communications and Engagement Partner, working closely with senior managers, PR and external comms colleagues as necessary
- Champion the intranet (Connect) and other key internal collaboration tools to best support the internal communications strategy, working with the team, IT colleagues and Connect editors across the charity.
- Oversee the workload and development of the team to empower and enable them to fulfil their roles engaging with internal departments, shaping programme engagement strategies and supporting Connect editors
- Provide effective and consistent line management to direct reports creating a culture that is in line with St John values and ensures effective service delivery and well-motivated and engaged employees.
- Implement a performance management culture in line with St John policies, including making sure that 1-1s, Performance & Development Reviews and team meetings take place regularly with recorded outcomes.
- Champion and exemplify compassionate leadership and St John values
- Engage, involve and empower St John People in problem-solving and improving the organisation
- Actively promote diversity and a variety of perspectives across the organisation
- Perform any other duties commensurate with these responsibilities, the band of the post and skills and qualifications of the post-holder

Important things you need to know about this job

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

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	✓	
Educated to degree level or equivalent		✓
Relevant professional qualification accredited by the CIPR, CIM or equivalent	✓	
Experience		
Experience of leading on organisational communications projects and managing resources accordingly	✓	
Experience of managing confidential and organisationally sensitive communications	✓	
Experience of managing internal engagement with stakeholders across multiple channels, including surveys and online and in-person events (e.g. town halls or all-hands calls)	✓	
Experience in writing and editing complex material from subject matter experts into a corporate style based on principles of plain English	✓	
Experience of working in a large organisation with a dispersed workforce	✓	
Experience of working within a volunteer-led environment		✓
Experience of creating internal communications at pace in response to emerging issues	✓	
Experience of managing a team to deliver effective communications and engagement activity	✓	
Skills, knowledge and abilities		
Excellent interpersonal skills with the ability to communicate effectively at all levels	✓	
Excellent organisational skills, with the ability to manage and prioritise activity in response to changing need	✓	
Ability to engage and influence stakeholders across the organisation including senior managers	✓	
Ability to develop engagement and communication campaigns aligned to organisational objectives	✓	
Ability to write persuasively for diverse multi-age audiences with different levels of interest, engagement and literacy	✓	
Up to date knowledge of on- and offline communications channels	✓	
Understanding of engagement and change management strategies and tools		✓
Ability to use intranet platforms such as SharePoint and Microsoft Office applications at intermediate level	✓	
Ability to coach and develop a team that delivers against deadlines, and are able to interact and communicate effectively across the organisation	✓	

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: [JK]

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Job Approved Date: [Date approved by Job Approval Panel]

Version: (x of y) [Iteration of Job Description]

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