

Job Description

Job Title:	Internal Communications Manager
Location:	John Whitgift Foundation Office, £40-45K, One-year fixed term contract
Reports to:	Head of Marketing and Communications and Head of HR

Our Vision

John Whitgift Foundation is a Croydon based charity that works to support people of all ages and backgrounds and brings them together to inspire a sense of community in all that we do.

Our Mission

Access to education

As one of the largest bursary providers in the country, we grant thousands of young people access to an outstanding education at our foundation schools that many could not otherwise afford.

Care for older people

Through our care homes and services, we give older people a true sense of community, comfort, and joy in later life.

Support for Croydon's carers

We offer advice, information, and a support network for Croydon's carers – providing a welcome break from the isolation and exhaustion they can endure.

Our Values

Serve

Working hard for the benefit of others.

Care

Being attentive and responsive to the needs of those around us.

Excel

Aspiring to do the best we can and inspiring others to do the same.

Overall purpose and objectives

With the John Whitgift Foundation's vision to inspire a sense of community in all that we do, the purpose of the role is to develop a comprehensive internal communications strategy. The role aims to engage, inspire, and unite staff across the Foundation who are working across different sites and with diverse roles delivering our education and care services. The post holder will be an experienced internal communication professional with excellent skills in planning and delivering a multi-channel internal communications infrastructure with the ability to manage relationships with staff at all levels. Through the mission, vision, and values of the Foundation we are looking to develop a culture whereby staff in our schools, care homes and Carers Information Service feel connected and part of the wider Foundation. We are also delivering several major systems projects in HR and Finance and the role will be critical in supporting the roll out of these.

Key responsibilities

Strategy and channels

- Establish an internal communication strategy using a multi-channel approach both online and offline to engage with staff in collaboration with the Head of Marketing and Head of HR, and other senior managers.
- Lead on raising awareness of the Foundation's charitable activities and vision, mission, and values to staff across the organisation.
- Lead on developing digital channels to engage internal audiences either through an intranet or social media platforms such as Slack, Yammer or Workplace. Ensure this platform creates a single hub for all the Foundation's technology, databases and web-based platforms used by other departments such as IT, HR, and Estates.
- Evaluate the effectiveness of existing platforms such as Staff Zone to engage and inform staff and propose new channels to communicate with staff such as staff meetings, virtual and live events, and e-newsletters.
- Devise creative content plans for staff through visual and written content, for example image cards, blogs, vlogs, gifs and film.
- Use digital channels to effectively engage with a range of different internal audiences.
- Review and develop our staff induction programme and onboarding platform, Foundation Connect, to ensure staff are effectively inducted into the John Whitgift Foundation

Support internal projects

- Support communications to staff relating to the roll out of new systems being delivered in the HR and Finance teams.
- Develop and nurture a team of internal communications ambassadors across the Foundation services to act as a sounding board, identify challenges, allow staff to have a voice and drive improvement.
- Organise internal events to promote our brand values across the organisation such as developing a 'values in practice' (VIP) staff awards scheme.

Promote wellbeing and Foundation's staff benefits scheme

- Develop the communication of a staff wellbeing and motivation programme to include our existing benefits providers, SimplyHealth and SecondSight, and explore and deliver other employee wellbeing initiatives.
- Organise and manage various events throughout the year that promote staff wellbeing and benefits available to them.

Measurement

- Measure and evaluate all internal communications channels, systems and campaigns and report back to colleagues to drive improvement and new ways of working.
- Undertake regular surveys to evaluate staff wellbeing and motivation.

Whitgift Care

- Develop wellbeing initiatives to promote wellbeing in our care staff.
- Support home managers to effectively and regularly communicate with staff and residents.

Other activities

- Work with the marketing and communications team to ensure consistent and joined up internal and external communications on key themes.
- Follow the Foundation's brand guidelines at all times and support staff in using it correctly.
- Work as part of a team within the Foundation Marketing and Communication's and HR office in actively promoting the John Whitgift Foundation.

- Build excellent relationships with the Foundation's three schools, Whitgift Care, Carers Information Service and all stakeholders in strengthening relationships for the long-term benefit and aims of John Whitgift Foundation.
- Proofread all communications content before publication.

General:

- To ensure all duties are carried out in accordance with Health and Safety regulations.
- To undertake any training and development for the better undertaking of the post as required.
- To undertake any ad hoc projects as required.
- To undertake any other duties and responsibilities as determined by the Head Marketing and Communications Manager, Head of HR or Chief Executive that reasonably falls within the scope of the role.

John Whitgift Foundation is committed to safeguarding and promoting the welfare of young and elderly people and expects all staff to share this commitment.

DATE: February 2021

Person Specification

Job title: Internal Communications Manager

Department: John Whitgift Foundation Head Office

Key Criteria	Essential	Desirable
Qualifications	Degree level qualification or equivalent in marketing, communications or business/management	CIM or CIPR diploma or equivalent
Experience	<p>Experience of working in a similar internal communication role</p> <p>Experience of setting up and implementing internal processes and procedures</p> <p>Experience of developing and managing successful internal communications strategies with proven results</p> <p>Experience of coordinating projects in complex and challenging environments</p> <p>Experience of producing creative content plans both print and online across a range of formats</p> <p>Experience of managing internal digital platforms such as an intranet or Workplace, Yammer or Slack</p>	<p>Experience of working for a charity and/or care or education sector</p> <p>Experience of working with diverse roles across multiple sites and in a politically sensitive environment</p> <p>Experience of Illustrator, Photoshop or other design software</p> <p>Experience of using e-comms and evaluation platforms such as MailChimp and Survey Monkey</p>
Skills and Knowledge	<p>Ability to communicate to a broad range of stakeholders at different levels</p> <p>Excellent copy writing skills for different audiences</p> <p>Excellent interpersonal and networking skills</p> <p>Excellent attention to detail</p> <p>Excellent communications skills, both written and verbal with a wide range of stakeholders</p> <p>Ability to create, organise and manage a broad range of events and promotional materials.</p> <p>Ability to proofread effectively</p>	

	Excellent Word, Excel, and database skills.	
Personal Qualities	<p>Able to work as part of a small, busy team</p> <p>Able to work effectively on own initiative and work to tight deadlines</p> <p>Able to build productive working relationships across a range of departments and stakeholders</p> <p>Able to be sensitive to different working environments eg a care home setting</p> <p>Able to effectively manage own workload and plans to achieve objectives and targets</p> <p>Able to work with confidential data and information</p> <p>Prepared to work flexibly and out of hours as required</p>	

Normal hours of work – 8.30am to 5pm Monday to Thursday and 8:30am to 4:30pm on Friday (37 hours/week), although some out of office and weekend working may be required to attend various conferences and events.

Date: February 2021