



Children's Hospices Across Scotland

JOB DESCRIPTION – INTERNAL COMMUNICATIONS LEAD

Job Details

Job Title – Internal Communications Lead

Location – Flexible

Responsible to – Marketing & Communications Manager

Salary – Sector CHAS
Band 6 (points 14 to 16)

Job Family – Income Generation and Engagement

Job Purpose

As the Internal Communications Lead, you will play a crucial role in fostering effective communications within CHAS that supports the delivery of our mission. As we look forward to launching our new CHAS Plan which will guide us through the years 2024 – 2028, internal communications will be crucial in bringing everyone in CHAS along with our ambitious plans. You will be responsible for developing and implementing comprehensive internal communications strategies that engage and inform employees across all levels of the organisation. This role requires a strategic thinker with exceptional communications skills, a keen understanding of organisational dynamics, and a passion for creating a positive and inclusive work environment.

Main Tasks

- Strategy
- Internal Engagement (Storytelling) Management
- Administration

Job Activities

Strategy

- Lead, with a collaborative approach, CHAS internal communications strategy working with CHAS Senior Leadership (SLT) and Extended Leadership Team (ELT) to develop and execute a comprehensive internal communications strategy aligned with CHAS overall objectives.
- Partner with and work closely with the Director of People and Strategy and People and Strategy leadership team to support delivery of the People Strategy; ensuring there is alignment of internal communications outcomes with the goals of and key priorities within the people strategy.
- Identify communication goals and objectives that support employee engagement, wellbeing and understanding of organisational initiatives.

Internal Engagement and Content Creation

- Take ownership of and responsibility for the production of high quality, engaging content for internal communications channels, including briefings, newsletters, intranet, emails, Workplace and other platforms as appropriate.
- Craft messages that effectively convey key information, key organisational updates and support cultural and wellbeing initiatives in line with CHAS tone of voice and brand architecture.
- Be responsible for the CHAS intranet site developing and leading a network of cross-organisation champions within business areas to ensure the intranet is kept up-to-date.
- Work closely with the HR and leadership teams to develop communications plans for organisational changes, ensuring that employees are well informed and engaged during transitions.
- Implement initiatives to enhance employee engagement through communications programs, events, and recognition strategies.
- Create a sense of community and belonging that align to CHAS shared purpose and values among employees.
- Partner with teams across CHAS to gather information, ensure a two way flow of feedback, align messaging, and ensure consistent communications across the organisation.
- Partner with colleagues across CHAS to ensure the development and implementation of a clear house-style for all internal communications that are in line with the CHAS brand and tone of voice harnessing our reassuring, playful and bold stance to establish a clear voice for CHAS internal communications.
- Collaborate with colleagues across the Marketing and Communications Team to ensure internal communications maintains tone of voice and brand consistency.

Administration

- Contribute to the marketing and communications calendar setting out clear internal communications activities, priorities and highlight where other resources are required to deliver activities.
- Produce monthly performance reports for the Marketing and Communications Manager and Senior Leadership Team as required.
- Develop an internal communications framework and guidance for staff, ensuring they are competent and confident in delivering key internal messages and have access to CHAS key messages and internal communications resources.

Risk Management

- Monitoring and preventing operational day to day business risks arising within area of responsibility, ensuring that the appropriate operational risk register is maintained and reported in line with the organisation's framework for Risk Management.

Health and Safety

- Responsible for coaching staff, adhering to and monitoring compliance with the CHAS Health and Safety Management Policy and associated procedures and co-operating with CHAS in complying with its legal duties.

Information Governance

- Responsible for coaching staff, adhering to and monitoring compliance with the CHAS Information Governance Framework and associated policies and co-operating with CHAS in complying with its legal duties.

Volunteer Engagement

- Work constructively with volunteers and provide guidance to help them in their roles where required.

Dimensions

At CHAS, we provide unwavering care for children who may die young and their families. And we're there for them at every step on this hardest of journeys.

Together we make sure that no one should face the death of their child alone.

We can only be there for families thanks to people like you. People who care. Who strive to make a difference every day. And who find joy in what they do.

Working within the culture, ethos and philosophy of CHAS, you will work with teams across CHAS further to ensure the delivering of internal communications that supports our mission and values.

- This role works closely with the CHAS Senior Leadership Team and in particular the Director of People and Strategy, the Extended Leadership Team (ELT), managers and colleagues across CHAS. The post-holder will also work closely with the Head of Volunteering to ensure key messages are adapted for our volunteering audiences.
- Authorised signatory up to agreed budgetary limit.
- Ensuring compliance and legislation on all marketing e.g. brand, trademark, copyright, FRSB, Investing in Volunteers, funding etc.
- Deputise as required, for the Marketing and Communications Manager by representing CHAS at internal or external meetings or events

Decisions and Communications

Decisions

- Use own initiative and experience to make decisions regarding workload priorities and information relayed from the Marketing and Communications Manager and other members of the team from CHAS staff including Senior Leadership and Extended Leadership Teams and provide expert advice regarding internal communications issues.
- Respond quickly and appropriately to enquiries from internal stakeholders.
- Works with a high degree of autonomy within the agreed management structure of CHAS.
- Makes day-to-day and longer-term decisions regarding the development and delivery of the internal communications strategy and operational work and budget.

Communications

- Frequent communications and advice with all staff, including the CHAS senior and extended leadership team.
- Frequent communications with the team, including updating on team developments and issues, and when to refer issues to the Marketing and Communications Manager
- Frequent day-to-day contact with hospices and CHAS at Home staff, fundraising managers, families, the media, partners, professional bodies, and suppliers.
- Frequent need to work on highly sensitive and/or confidential matters related to organisational change.
- Develops and maintains relationships with media and creative professionals.
- Positively promotes the organisation, through internal and external contacts and events.



Children's Hospices Across Scotland

PERSON SPECIFICATION – INTERNAL COMMUNICATIONS LEAD

Education, Qualifications, and Training

Essential

- Educated to degree level or with equivalent professional experience in internal communications.
- A member of the Chartered Institute of Public Relations or equivalent.

Desirable

- Accredited Practitioner CIPR or equivalent

Method of Assessment – Application Form

Skills, Abilities, and Knowledge

Essential

- Strong project manager able to create compelling and engaging content.
- An expert eye for message development that fosters action and a sense of belonging.
- The ability to proactively follow-up and ensure messaging is effectively communicated via most suitable channels.
- Ability to write effective news releases and statements.
- Ability to write strong emotive content that strikes the right balance and engages the target audience(s).
- Excellent interpersonal skills including the capacity to work with, and influence, senior colleagues within CHAS.
- Strong communication and negotiation skills including the ability to represent the interests of CHAS effectively with stakeholders.
- Knowledge/experience of video production, from planning through to editing and inclusion in communications programmes.
- Ability to work under pressure and to tight deadlines, at times out-with normal office hours.

Desirable

- An understanding of the voluntary sector / or health care provision / local authorities.
- An understanding of the sensitivities around working with children and families.

Method of Assessment – Application Form and Interview

Experience

Essential

- A minimum of three years' experience in internal communications.

- Experience of using social media platforms and evidence of being a skilled communicator through those mediums.
- Experience of using video and photographic equipment, including editing, in order to capture and tell stories, which demonstrate impact and serve our internal communications content plan for agreed activities.
- Experience in producing engaging and effective internal communications materials.
- Experience of crisis communications planning and response.

Desirable

- Experience in journalism.
- Experience of working for a charity and/or PR/Communications agency.

Method of Assessment – Application Form and Interview

Personal Qualities

Essential

- Committed to CHAS core values, vision and purpose, its stakeholders and donors.
- Passionate about impact and taking audiences on their own journey with CHAS.
- Committed to own/team personal and professional development.
- Committed to excellence and integrity in communications practice.
- Works cooperatively with colleagues to improve service.
- Accountable for self, actions and decisions.
- A commitment to working with and supporting volunteers.
- Committed to excellence and integrity in communications and PR practice.

Desirable

- Motivated to work within speciality.

Method of Assessment – Interview

Other Requirements

Essential

- Full driving licence and access to a car for travelling between sites or to events.

Desirable

- None.

Method of Assessment – Application Form and Interview