JOB DESCRIPTION

JOB TITLE: Internal Communications Manager

JOB HOLDER: Vacant

DEPARTMENT: Communications

DIRECTORATE: Communications, Information and Education

LOCATION: MSNC, London

MANAGER’S NAME: Ian Fannon

MANAGER’S JOB TITLE: Head of Communications

JOB TITLES REPORTING TO ROLE: n/a

Part 1: JOB PROFILE

1 MAIN PURPOSE OF JOB:

Create and manage the Society's internal communications programme.

2 POSITION IN ORGANISATION:

Diagram of organizational structure:

- Director of Communications, Information & Education
  - Head of Communications
    - Senior press officer
    - Press officer
    - Internal communications manager
    - Print procurement manager (Interim)
    - Senior editor
The Internal Communications Manager will work closely with

- The communications team
- The Branch and volunteers communications officer
- ICT team
- HR team
- New Media team
- Directors, heads of department and senior managers
- Staff throughout the Society, and branch volunteers as required
- Communications counterparts in UK national offices

3 **SCOPE OF JOB:**

1. Develop and implement internal communications strategy
2. Manage internal communications channels
3. Point of contact and advice on internal comms across UK
4. Project representation for internal comms

4 **DECISION MAKING:**

Presenting key organisational messages / policies via internal comms channels; errors could result in negative effects on perception of effectiveness of senior management and understanding of the Society’s direction, purpose and work, and / or use of out to date or incorrect policies.

5 **QUALIFICATIONS & SKILLS LEVEL:**

**Qualifications**

**Essential:**
- A-level education or equivalent

**Desirable:**
• Professional qualification in internal communications, such as Master’s degree, IoIC accredited diploma or CIPR diploma

Experience

Essential:
• Substantial internal communications experience in complex organisations with geographically dispersed staff
• Experience of developing and implementing internal communications strategies and measuring their effectiveness
• Experience of advising senior managers on complex internal communications challenges, including crisis communications
• Experience of successfully managing complex projects, involving multiple stakeholders, from start to finish
• Experience of successfully influencing staff at all levels within an organisation
• Experience of writing for a variety of audiences
• Involvement in managing an intranet and team of intranet editors/contributors

Desirable:
• Experience of working with volunteers
• Experience of producing annual reports, including working with design agencies

Knowledge and skills

Essential:
• Excellent written and verbal communication skills
• Strong editing and proofreading skills
• Knowledge of the not-for-profit sector

General attributes:
• Able to work on own initiative
• Strong diplomacy skills
JOB DESCRIPTION

Part 2: MAIN DUTIES & KEY RESPONSIBILITIES

1. Develop and implement internal communications strategy – 20%

   • In conjunction with the Head of Communications, develop and implement on an ongoing basis a UK-wide internal communications strategy that meets organisational objectives and aligns with the Society’s communications strategy and overall strategy
   • Measure the effectiveness of internal communications messages and channels on an ongoing basis and make recommendations to review and amend the strategy as appropriate
   • Report back to the Executive Group (EG) and other key internal stakeholders at regular intervals to ensure the strategy is fit for purpose

2. Manage internal communications channels – 50%

   • Manage and monitor the Society’s internal communication programme so that internal stakeholders (staff, trustees, council members, volunteers and branches) across the UK are informed of organisational news, issues and direction and have mechanisms for providing feedback to management.
   • Responsible for managing internal communications channels, including writing/editing the staff e-newsletter (including drafting a message from the Chief Executive) and weekly ‘Keep in Touch’ bulletin, organising lunchtime talks and drafting/editing key internal presentations
   • Oversee the production of Team Spirit, a key channel for communicating with Branches
   • Play a leading role in redeveloping and improving the intranet as a key internal communications tool, working alongside the New Media team and ICT
• Manage and advise group of intranet editors to ensure self-generated content meets organisational objectives for internal comms, and ensure standards of communication are kept high
• Play a key role in organising the annual staff conference, and manage internal communications around the AGM and Area Meetings
• Oversee the process of copywriting, editing, designing and printing the annual report and accounts, annual review and AGM publications
• Work with ICT to set and maintain standards for effective email communication across the Society
• Ensure messages from senior management and the Board are properly reflected in communications to internal stakeholders
• Promote and disseminate key MS Society policies via internal communications channels

3. Point of contact and advice on internal communications across UK – 20%

• Be the first point of contact for internal communication enquiries and requests for advice
• Proactively seek opportunities to advise on communications issues
• Advise and support national offices in developing their own internal communications programmes, ensuring consistency with the central internal communications strategy.
• Advise senior management on sensitive and complex internal communications challenges, including crisis communications issues

4. Project representation for internal communications – 10%

• Represent internal communications on projects as required to ensure that project managers take note of internal comms needs
• Develop internal communications plans for a range of projects, initiatives and campaigns, and implement them.

Mandatory

• The post holder will be working in a developing environment and he/she will therefore be expected to undertake other appropriate duties as required for the effective operation of the MS Society.

Health and Safety:
• Responsibility for health and safety in the area under his/her control and ensure that he/she is familiar with the Society's policy statement on health and safety at work.

Equality and Diversity:

• Respect the unique contribution of every individual and work positively in an equal opportunity and diverse environment

Other Duties:

• The post holder will need to travel extensively throughout their area and less frequently in other parts of England/Scotland/Wales/Northern Ireland.

• The post holder should be prepared to attend MS Society meetings in different parts of the country including MS National Centre. Some meetings may be during evenings or weekends.

Signed ……………………………. (Job Holder) Date …………………...

Print Name …………………………………………………………………………………

Signed …………………………… ..  (Manager)     Date …………………...

Print Name …………………………………………………………………………………