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| **ROLE Title:**  **GRADE:** | **senior INTERNAL Communication & engagement MANaGER**  **D** | | |  | **DATE: JULY 2024** | |
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| **Role** | | **Need to Do** | **Need To Know** | | | **Competencies** |
| We’re looking for a turbo-charged Senior Internal Communication and Engagement Manager to be a driving force in our exciting, fast-paced, fun-loving Comms and Engagement team!  Working as part of a small team of multi-tasking comms ninjas, the successful candidate will bring expert engagement know-how, kick-ass project management skills and a (fuel) injection of energy and enthusiasm to help us stay in the fast lane (sorry, not sorry! 😊).  We’re not looking for someone who’s happy to coast along – we’re looking for someone to help us switch gear and challenge what we do and how we do it, then be part of making the ideas and plans a reality.  You’ll need to have passion for engaging and enabling people, as well as a sound, proven history of creating great comms, delivering it expertly, and ensuring it lands well.  With over 4,300 colleagues at the roadside, in the office or at home,  you’ll use a variety of channels, media, activities and initiatives to communicate effectively and drive our engagement levels.  We’ve got exciting times ahead of us – we’re a business focused on becoming number one for all your driving services (not just breakdown that you might know us for). We’re on a mission to make our business bigger, better and broader than ever by improving our breakdown service and establishing a brand-new business division.  **Role responsibilities:**   * Group-wide channel responsibility * Exec & SLT advisor * Project leadership / involvement – engagement survey, recognition awards, wellbeing, ED&I, and more! * Campaign and content production – comms planning, content creation, and delivery   **Delegated Authority Levels:**   * Reports to: Head of Communication & Engagement   **Relationships**   * Internal: Executive team, Senior Leadership and management teams across business, IC & Engagement team, IC Designer, Creative team, various colleague forums, front-line colleagues * External: Third party partners and suppliers | | **What we’d like you to do:**   * **Lead on given sub-sections of the Engagement and Communication strategy**, as designated by the Head of Communication & Engagement, from project planning through to project delivery and evaluation. * **Channel management and improvement** – owning group-level comms channels and being responsible for the review, development, maintenance and delivery of comms channels (to be specified). * **Content and campaigns** - successfully planning, designing, developing, and delivering effective campaigns and content to drive improvements in engagement. These will be subject to change, driven by business requirements at any given time. * **Advising and supporting Exec and SLT members -** to deliver engaging communications and colleague engagement support. To drive understanding, insight, and engagement of the specific audiences within that division / team. * **Lead / support the successful** **management and delivery of comms events**, including strategy roadshows / briefings, annual awards ceremony, celebration / social events, etc. * **Build, develop and maintain effective working relationships** with relevant stakeholders (HR, Creative team, other support functions as required, and external parties), consulting with, influencing and on-boarding to improve the success of the IC and broader People Agenda. * **Any other duties within the scope and spirit of the role** as directed by the Head of Communication & Engagement or Chief People Officer. | **We’d love to hear from you if you have:**   * Substantial experience and in-depth understanding of internal communication and engagement delivery, especially its application to large-scale, complex, fast-paced organisations (e.g. service, retail, hospitality services) and continuous improvement programmes * Demonstrable record of leading interventions (from initial diagnostic phase through to delivery) which contribute to business success * An ability to translate organisational objectives and strategic plans into tactical delivery activities across a range of different channels and media * Expert and up to date knowledge of communication strategies, technologies, trends and techniques * Knowledge and experience of Enterprise Social Networks (eg, Yammer / Workplace) * Understanding and enthusiasm for applying continuing developments in technology and social media * Experience of successfully working with senior level management, with the confidence to influence and challenge key business decision-makers constructively * Highly developed communication and interpersonal skills and strong planning, organisational, and highly collaborative delivery skills * Able to lead by example, understands breadth and diversity of colleague groups and is inclusive in approach * Ability to deliver relatively straight-forward visual, audio, video, and digital content through applications such as Adobe Creative Cloud Suite, Popullo, SharePoint, Canva and InDesign and Premiere Pro would be a massive benefit * Significant experience in writing, proofing and editing material, incl. critical and sensitive communications * Experience of presenting proposals and plans to senior level management * Able to balance conflicting, changing and pressing demands * Ability to react quickly to changing circumstances | | | **Core competencies:**   * Interpersonal and influencing * Leading change * Teamworking * Judgement and decision making * Achievement drive * Continuous improvement * Strategic thinking * Attention to detail * Organisation and planning   **You’ll need to exhibit behaviours consistent with our company HERO Values:**   * **H**andle it Together * **E**xceptional Service * **R**aise the Bar * **O**wn It   Driving licence and ability to travel essential |