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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 |