



Role Profile

The Role			
Role Title:	Internal Communications Manager	Reporting to (job):	Head of Internal Communications
Legacy job titles covered by this role profile:	Internal Communications Operations Manager	Jobs that typically report into this role:	Internal Communications Officer
Function / Org Unit	Marketing, Communications and Education	Job Number: <i>(to be assigned by Reward)</i>	EREC1
Base and travel	Hybrid	Band <i>(to be assigned by Reward)</i>	LC
Role Dimensions			
Number of direct reports	0-1	Manager/Individual Contributor:	Manager
Number of dotted line reports	0-1	Budget (Operating/Capital)	0
Total No of Reporting Staff (include all direct and indirect reports)	0-1	Decision Making Authority & Responsibility for Resources	Acting as an internal consultant to guide the author in identifying the desired outcome/action and key messages, copy-writing or sub-editing the draft provided to ensure the tone and message are on-brand and aligned with RSPCA strategy, policy and procedures Intranet content, functionality, layout. As a trusted advisor, confidential and sensitive information regularly

			shared by Executive/Director level with postholder so postholder can understand context and background of issues, and thus give effective advice on messaging, write and sub-edit communications and prepare in advance content that needs to be live on the intranet at time of communication
Working Environment	Office / Home based / DSE		
Role Purpose	<p>To deliver high quality, creative, consistent, and coordinated internal communications which underpin the delivery of RSPCA strategic and business plans.</p> <p>To develop stakeholder relationships with specified audience groups acting as a trusted business partner for that area of the organisation.</p> <p>Work across the organisation to ensure collaborative communications that supports a one-RSPCA approach to communicating the strategic narrative.</p> <p>Use internal communications to promote greater collaboration, transparency, and two-way communication.</p> <p>To line manage (as needed, depending on team size) a junior role in the team, likely at Internal Communications Officer level.</p>		
Principal Accountabilities	<p>Relationship management</p> <ul style="list-style-type: none"> • Develop relationships with key stakeholders to understand audience requirements and monitor feedback • Collaborate across the organisation to support maintenance of an aligned internal communications approach and proactive forward plan/calendar <p>Strategic narrative and storytelling</p> <ul style="list-style-type: none"> • Develop clear and engaging content that will connect internal audiences to the mission and vision of the RSPCA, helping our people feel a sense of pride and purpose in their work • Editorial ownership of audience-specific content, ensuring accuracy and clarity of message • Creative communications through use of video, podcasts and other innovations 		

	<ul style="list-style-type: none"> Engage target audiences with appropriately styled and timed communications <p>Channel management</p> <ul style="list-style-type: none"> Ownership of channels with audience-specific content Support and contribute to wider internal comms through channels sharing all audience messages Actively contribute to relevant content on the organisations intranet and other shared channels <p>Measurement</p> <ul style="list-style-type: none"> Establish effective metrics to map engagement with audience-specific communications and agree targets with the Head of Internal Communications Contribute to ongoing measurement of internal communications performance Support development of action plans and outputs in response to surveys <p>General</p> <ul style="list-style-type: none"> Coordinate communications plans and timescales for projects specific to audience area of focus Support the Head of Internal Communications with sub-editing and bespoke projects as required
Key Interfaces	<p>The role works with all levels across the organisation for content across internal channels.</p> <ul style="list-style-type: none"> Close working relationship with Head of Internal Communications Senior stakeholders across audience area of focus e.g. field ops, corporate, transformation/change IT - developing requirements for audience area of focus Brand - for guidance on internal design work and campaigns All types and levels of staff role (incl. field operations and office/home-based)
The Person	
Personal Attributes and Key Competencies	<p>Oral and written communication - Speaks clearly, fluently and in a compelling manner to both individuals and groups. Designs and delivers content in a clear and concise manner, using appropriate grammar, style and language for the audience.</p> <p>Flexibility and resilience - Successfully adapts to changing demands and conditions. Maintains effective work behaviour in the face of setbacks or pressure.</p>

	<p>Personal motivation - Commits self to work hard towards goals. Shows enthusiasm and career commitment.</p> <p>Planning, action orientation & results driven – Organises and prioritises work, with a clear readiness to make decisions, take the initiative and focus on delivery.</p> <p>Quality orientation - Shows awareness of goals and standards. Commitment to ensuring that quality and productivity standards are met.</p> <p>Influencing & engagement – Ability to engage others through sound communication skills. Able to build relationships and work effectively with senior managers and a diverse group of stakeholders.</p>
<p>Essential Key Skills, Qualifications & Experience</p>	<p>Qualifications</p> <p>Degree level or equivalent.</p> <p>Qualification in internal communications (e.g. Diploma in Internal Communications) or in a related profession such as public relations.</p> <p>Skills</p> <p>Strong copy-writing, sub-editing and proofreading skills with the ability to write clearly for a variety of media such as: the intranet, newsletters and team briefings.</p> <p>Strong interpersonal, organisational, research, writing and verbal communication skills.</p> <p>Strong project management, service orientation and attention to detail.</p> <p>Ability to design and execute ideas: plan, develop, communicate, benchmark, track, measure etc.</p> <p>Good line management skills with ability to work with a team.</p> <p>Able to use a range of standard office ITC systems including Microsoft Office and collaborative business networking tools such as Google or Sharepoint etc.</p> <p>Experience</p> <p>In-depth knowledge of internal communications and employee engagement best practice.</p> <p>Developing and managing internal communications across a large multi-site and matrix organisation.</p> <p>Expertise in design and delivery of on- and off-line communications channels, specifically: team briefing, newsletters, staff surveys and questionnaires.</p> <p>Evidence of success in building good working relationships across professional and operational boundaries both inside and outside complex organisations.</p>

<p>Desirable Key Skills Qualification & Experience</p>	<p>Qualifications A management or coaching/mentoring qualification.</p> <p>Experience Experience managing a budget. Working knowledge of internet and intranet technology e.g. email builder like mailchimp, contact monkey or similar</p>
<p>Personal commitment to:</p>	<p>Adhere to the Society’s charitable objectives, which are to promote kindness and prevent or suppress cruelty to animals.</p> <p>Take care of their own health and safety and that of others who may be affected by their acts and omissions.</p> <p>Uphold the RSPCA’s core values</p> <p>Cooperate with Society policies and procedures</p> <p>Understand and comply with any Society Code of Conduct.</p>
<p>RSPCA Core Values</p>	<p>Our values for our employees, volunteers, trustees, branches and future members of our Community Engagement Programme guide everything that we do.</p> <p>They also guide how we work to rescue and care for animals and how we work with individuals, families, communities and other organisations.</p> <p>We are compassionate: we care deeply about the lives of animals, we have empathy for people, we act with kindness and consideration at all times</p> <p>We are inspirational: we are life changing, we inspire by taking the lead, we speak up when others don’t, we take brave decisions, we change animals’ lives for the better.</p>

	<p>We are committed: we never give up, we have energy and determination, we rescue animals from cruelty and neglect, giving them new opportunities and supporting others in doing so, and advocate for all animals at risk of harm.</p> <p>We are expert: we have expert knowledge which we willingly share, we act on the basis of evidence, we underpin our decisions and actions with science, data and experience.</p> <p>We act with integrity: we are honest and trustworthy, we act with integrity, we do what's right.</p>
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Creation and Authorisation			
<i>Statements in this Role Profile are intended to reflect, in general, the duties and responsibilities of the position, but are not to be interpreted as totally inclusive.</i>			
Profile written by:	Kate Bromley	Role: Head of Internal Communications	Date: 1 October 2021
Approved by (operations):		Role:	Date:
Approved by (HR):	Luan Moorshead	Role: HRBP	Date: 10 October 2021
Date Job last evaluated:			