



Job Profile

JOB TITLE:

Senior Internal Communications Officer

REPORTS TO:

Senior Press and Campaigns Manager

JOB PURPOSE:

To support in the delivery of the Internal Communications strategy through the development of creative campaigns and messaging that increase levels of employee engagement and enhance the culture of GamCare.

This role sits within the Communications and External Affairs Directorate. The post holder will support the Directorate to deliver effective and targeted internal communications across all channels to meet GamCare's objectives.

INTERNAL AND EXTERNAL CONTACTS:

You will advise colleagues on best practices regarding internal communication through effective stakeholder relationships; transferring knowledge to equip others across the organisation to adopt highly effective internal communication practices; and being seen as a trusted advisor.

Main stakeholders will include operational staff, colleagues in the People and Organisational Development team, and senior management staff.

OVERALL ACCOUNTABILITIES:

- Support the delivery of GamCare's internal communications strategy to ensure our staff are engaged with key updates and initiatives from across the organisation.
- Monitor and report on internal comms metrics for management reports, including metrics across our internal channels and measuring against our Key Performance Indicators.
- Supporting the delivery of the annual staff awards to recognise and celebrate colleague achievements.
- Coordinate staff engagement events and all staff meetings to ensure GamCare staff are highly engaged and kept up to date with change, growth, vision and progress.
- Attend internal meetings and working groups, actively seeking out important information for internal audiences and joining the dots across the charity.
- Support the transition to a new central internal communications platform for staff to engage with one another, as well as managing GamCare's internal knowledge management function.
- Support the development of employee engagement by developing initiatives, including digital initiatives, that promote the health and wellbeing of our staff and embraces diversity and inclusion.

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- Supporting on the delivery of GamCare’s quarterly and annual staff surveys to encourage staff to share their views on internal matters.
- With support of manager, lead on drafting internal updates from GamCare’s Leadership team and reporting on appropriate metrics for all announcements.
- In collaboration with internal colleagues, support the continuous development of GamCare’s staff forum to create a close connection between management and staff and foster an inclusive, consultative, open, and trusted working environment.
- Provide ad hoc support to GamCare’s wider Communications and External Affairs team as necessary, including design, copywriting and proofreading support.
- Produce our weekly internal newsletter to keep colleagues informed and celebrate successes.
- Supporting on other business as usual internal communication for teams across GamCare so that staff are connected with our mission, purpose and values.

This job description will be reviewed regularly in the light of the changing service requirements. Any changes will be discussed with the postholder.

This is not an exhaustive list of duties and responsibilities the post holder may be required to undertake other duties which fall within the grade and range of responsibilities of the role.

The postholder is expected to comply with all relevant policies, procedures and guidelines, including those relating to Equal Opportunities, Health and Safety and Confidentiality of Information. inclusion.

Person Specification – Essential Criteria

Experience Criteria

- Experience and knowledge of delivering internal communications in previous roles.
- Experience of building, nurturing and maintaining relationships across an organisation to enhance communications and engagement.
- Experience of writing and delivering communications for internal audiences, conveying complex messages with sensitivity and clarity.
- Experience of arranging internal staff meetings and providing briefing materials for colleagues and speakers to deliver them.
- Experience in keeping internal knowledge management platforms updated, ensuring staff have access to resources to deliver their work.
- Experience in producing and editing content including newsletters, posters and other assets / marketing materials.

Skills

- Excellent ability to plan and support in the delivery of engaging events for staff, including online, in-person and hybrid events.

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- Excellent writing, editing, proofreading skills as well as ability to source stories from employees that resonate with staff.
- Ability to use a range of creative communications tools, including design and video editing software, to support in developing engaging content for internal audiences.
- Excellent interpersonal skills, with an ability to manage into senior members of staff and trustees.
- Ability to plan and deliver engaging events for staff, including online, in-person and hybrid events
- Excellent planning skills, including the ability to successfully organise and prioritise work.
- Strong understanding of content management systems and ability to monitor communication metrics and reporting tools.
- Strong IT skills including Microsoft Office, Zoom, and knowledge of internal social media platforms.

Circumstances

- Post holder will be required to travel into the London office at least once a week.

To be noted: This job description will be reviewed regularly. Any changes will be discussed with the post holder. This is not an exhaustive list of duties and responsibilities the post holder may be required to undertake other duties which fall within the grade of the job, in discussion with your line manager.

Date: