



<b>Role title</b>	Internal Engagement and Communications Officer	<b>Directorate</b>	People and Organisational Development
<b>Location</b>	Stroke Association House – London	<b>Accountable to</b>	Engagement and Internal Communications Manager
<b>Travel requirement</b>	Regular	<b>Accountable for</b>	NA
<b>DBS check</b>	No	<b>Core Role Anchor Level</b>	Deliver
<b>Ambition focus: Ambition 6: Building the foundations for long-term growth</b>			

<b>Hours</b>	35	<b>Grade D</b>		<b>Salary</b>	<b>Circa £28,500 per annum (Inner London Weighting)</b>
<b>Contract type</b>			<b>Fixed term until 31 May 2019</b>		

**We are the UK's leading charity dedicated to conquering stroke.**

There are over 1.2 million stroke survivors in the UK. Almost two thirds have a disability and one third rely on others for help, making stroke one of the biggest causes of disability.

We are continually working to improve the lives of stroke survivors and their families who deserve the very best treatment and care. We deliver amazing, life-changing support to over 60,000 stroke survivors and their families each year. We also fund research to find better treatments, campaign for better stroke care and help people understand how to spot and prevent stroke. This work is made possible by more than 4,000 talented volunteers and staff, our fantastic supporters and our strong relationships with the stroke clinical and research community.

We work with integrity, demonstrating our values as one combined passionate, innovative, respectful and professional team.

Together we can conquer stroke.

### **Directorate**

Our People & Organisational Development Directorate plays a vital role in delivering our strategy. We provide strategic leadership to ensure that the knowledge, skills and capability are in place to lead the organisation and build foundations for growth.

We are a central resource delivering quality business partnering and advice throughout the organisation and are specialists in Human Resources, Learning & Talent Development, Internal Communications and Engagement and Internal Audit.

Join us and help to achieve a world free of stroke.

### **Purpose of role**

In this fixed term role, you'll play an important role in informing, involving and engaging our people as we prepare for a new corporate strategy and a brand refresh. You'll produce clear, impactful and relevant corporate communications that engage our staff across the UK. You'll develop strong relationships with key colleagues across the organisation to guide and coach them to communicate clearly, at the right time, using the most appropriate channels with our staff and volunteers.

You'll be responsible for our staff-focused digital internal channels including our intranet, e-newsletters and Yammer (our enterprise social network). You'll be an ambassador for digital engagement, ensuring the intranet and Yammer play central roles in our approach to engaging our staff. Day to day, you'll develop and maintain the visual design of the intranet, effective site navigation and engaging site content, as well as coordinating key stakeholders, coaching and developing users, and monitoring the health of the underlying technology with technical support from the IT team and our provider

### **Key responsibilities of role**

<b>Responsibility areas</b>	<b>Performance Indicators</b>	<b>Key Competencies</b>
Support stakeholder engagement planning and activity for our 2019 Corporate Strategy and brand refresh. (40%)	<ul style="list-style-type: none"><li>• Planning documentation is maintained and updated to reflect input from internal stakeholders.</li><li>• Internal stakeholders are kept informed of changes to stakeholder engagement plans.</li><li>• Escalate any conflicting activities or</li></ul>	Leadership (Support) Customer focus Change readiness (Support) Communicating and Influencing (Support) Collaboration(Support)

	<p>interdependencies across planned engagement activity.</p> <ul style="list-style-type: none"> <li>• Support delivery of engagement activities including events ranging from webinars and workshops to larger launch events.</li> <li>• Support briefing and production of collateral to support engagement activities (ranging from copy, videos, printed materials and photography).</li> </ul>	
<p>Coordinate content for regular briefings for our managers; supporting them to have richer, strategic conversations with their teams at all levels. (20%)</p>	<ul style="list-style-type: none"> <li>• Engaging monthly manager briefs updated and shared with management teams.</li> <li>• Actively seek feedback to improve the channel to meet manager and staff needs.</li> </ul>	<p>Customer focus Communicating and Influencing (Support) Continuous improvement</p>
<p>Provide support or cover across the team by maintaining a working knowledge of all of our channels and planned activity as required. (15%)</p>	<ul style="list-style-type: none"> <li>• Confident user of all internal communication channels and tools.</li> <li>• Evidence of providing competent support to colleagues across the team as required.</li> </ul>	<p>Open-minded Collaboration</p>
<p>Provide programme support to Culture Workstream of our Marketing and Brand Programme. (10%)</p>	<ul style="list-style-type: none"> <li>• Maintain workstream documentation, including workstream plan, meeting agendas and action notes.</li> <li>• Liaise with Workstream members and stakeholders to update planning documentation.</li> <li>• Support requests for progress updates from Programme Board and Sponsor.</li> </ul>	<p>Communicating and Influencing Change readiness Collaboration</p>
<p>Liaise with colleagues within and beyond the team to update and maintain our organisational Engagement and Internal Communication Plans. (10%)</p>	<ul style="list-style-type: none"> <li>• To support staff with achieving their engagements objectives, approving their internal communication plans and providing date for their evaluations.</li> <li>• Maintain an understanding of our charity including its core purpose, corporate strategy and priorities, structure and</li> </ul>	<p>Communicating and Influencing Change readiness</p>

	operating context.	
Manage our Staff Suggestion Scheme, ensuring that the right people are involved visibly in conversations to reach decisions on ideas put forward by our staff. (5%)	<ul style="list-style-type: none"> <li>• Ensure suggestions are responded to within 20 working days and that any decisions that are made are put in place.</li> <li>• Provide quarterly reports on ideas and response rates.</li> </ul>	Communicating and Influencing Collaboration
Champion our brand and culture in all interactions.	<ul style="list-style-type: none"> <li>• Escalate any work that doesn't comply with brand guidelines.</li> <li>• Challenge work and behaviour that doesn't reflect our brand values.</li> </ul>	Leadership (support) Managing and developing performance

### Mandatory responsibilities of role

To undertake any other duties commensurate with the purpose and remit of the post.

<b>Responsibility areas</b>	<b>Performance Indicators</b>	<b>Key Competencies</b>
To contribute to any project work as required.	<ul style="list-style-type: none"><li>• Examples of project work.</li></ul>	Collaboration Business Acumen Continuous Improvement
To ensure that you manage and develop your own performance.	<ul style="list-style-type: none"><li>• Evidenced attendance at personal training and regional events</li><li>• All mandatory training is completed Performance and Development Review completed to standard.</li></ul>	Managing and developing performance. Leadership
To follow our policies and procedures.	<ul style="list-style-type: none"><li>• Familiar with competency framework including values, mission and vision.</li><li>• Accessed and read the Staff Handbook and any relevant policies and procedures to your role.</li><li>• Willing to travel during the course of your duties with possible overnight stays away from home.</li></ul>	Managing and developing performance Change readiness Open-minded

### Person specification

<b>Education</b>	<b>Essential/ Desirable</b>
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Proven experience in an internal communications, events, public relations or media environment	<b>Essential</b>
Willingness to undertake training and continuing professional development	<b>Essential</b>
Degree or equivalent professional qualification or work experience in relevant subject area (English, communications, marketing, creative writing, and so on)	<b>Desirable</b>
<b>Experience</b>	
Proven experience of designing, delivering and evaluating content and messages for different audiences	<b>Essential</b>
Experience providing support to events including planning, delivery and communication	<b>Essential</b>
Experience of developing good working relationships with internal and external stakeholders	<b>Essential</b>
Experience of editing an intranet (or website)	<b>Essential</b>
Experience supporting transformational change programmes and projects	<b>Essential</b>
Experience and skills using a range of technology including software (including Microsoft Office, Adobe Creative Suite and internet browsers), apps and devices (computers, tablets and smart phones)	<b>Essential</b>
Experience using photo and video editing software to create content for the web	<b>Desirable</b>
Experience managing small to medium sized projects that involve coordinating contributions and involvement from colleagues across multiple teams	<b>Desirable</b>
Experience using enterprise social media (such as Yammer/Slack/Workplace) to foster two-way communication	<b>Desirable</b>
<b>Skills and abilities</b>	
Excellent communication skills, with the ability to communicate with people at all levels	<b>Essential</b>
Excellent grammar, punctuation and accuracy and the ability to proofread	<b>Essential</b>

Ability to interpret, manipulate and present data using formulas, charts and formatting	<b>Essential</b>
Ability to think creatively when problem solving and generate inspiring, appropriate engagement and communication ideas	<b>Essential</b>
Ability to carry out research using a variety of methods, including the Internet and professional networks	<b>Essential</b>
Ability to organise a busy workload and to prioritise tasks to meet deadlines	<b>Essential</b>
Ability to adapt and be flexible in relation to working hours, duties and arrangements.	<b>Essential</b>
Ability to demonstrate and champion an understanding and commitment to our corporate values.	<b>Essential</b>
Ability to present yourself and the Stroke Association professionally, demonstrating ethical behaviour that promotes our vision and strategy in a positive and credible light.	<b>Essential</b>
A working knowledge of stroke and empathy for the experience lived by stroke survivors, their families and carers.	<b>Desirable</b>
A working knowledge of the delivery and quality of health and social care by the NHS, social services and the voluntary sector.	<b>Desirable</b>

This information will be used as part of the shortlisting process.