



Job description

Job title	Internal Communications Manager
Responsible to	Head of Brand and Communications
Responsible for	Internal Communications Officer
Salary	Grade E
Department	Communications and Marketing, External Relations
Remit of post covers	England and Wales
Hours	35 hours per week, full time
Based at	Stratford, London
Length of contract	Permanent

Purpose of job

We're Mind, the leading mental health charity. We won't give up until everyone experiencing a mental health problem gets support and respect. We provide advice and support to empower anybody experiencing a mental health problem and we campaign to improve services, raise awareness and promote understanding.

We work in England and Wales, have a chain of around 150 shops and coordinate a network of over 130 local Minds, independent charities.

The communications and marketing team's purpose is to lift Mind's brand; tell our story in a planned, and audience driven way and deliver strategic, life changing communications.

Your role as Internal Communications Manager is to:

- Play a key role in shaping the next stage of Mind's organizational development, supporting and advising colleagues across Mind to plan and deliver top notch internal communications. You will own and lead on a new internal communications strategy, working closely with HR and the organizational development plan. You'll empower colleagues to put internal audiences first and think creatively about how to reach them, and frame messages and use creative design in order to achieve our strategic goals.
- You'll manage day to day internal communications issues, advising and supporting internal and external stakeholders including corporate partners to use our tools effectively. You will be responsible for managing the development of our internal communications channels. You will line manage the Internal Communications Officer ensuring that priority projects, particularly change management, are given adequate resource.
- You will contribute to driving forward our ambitious plans to transform the function of communications and marketing for Mind, supporting colleagues to maximise internal channels to engage people with our work and empower them to use the brand effectively.

Scope of the job

You will work across the organisation to ensure our mission, vision and brand values run through everything we do, empowering colleagues to communicate and share knowledge effectively to increase the impact of everything we do.

You will help to engage staff primarily in Stratford and Wales, but you will also coordinate and support appropriate messages and engagement for our network of shops. You will deliver support and advice across the organisation on internal communications best practice, empowering staff to promote their own work areas. You will deliver a calendar of engagement activities. You will need to work closely with a wide range of stakeholders across the organisation including senior leadership and the staff forum.

You will work closely with the overall Head of Communications and Marketing and colleagues in HR to develop strategy, new channels and influence strategic decisions impacting on organisational development. You will support crisis and reputation management advising and ensuring staff are kept abreast of key decisions or activities.

Reporting to the Head of Brand and Communications you will support the delivery of the strategic communications plan and contribute to driving forward our ambitious plans to transform the function of communications and marketing for Mind. You will work closely with other colleagues in Communications and Marketing offering flexibility during busy periods and contribute to empowering staff to tell our brand narrative. Internal comms will also be fully embedded in our strategic communications plan.

The Communications and Marketing unit sits within Mind's External Relations department alongside digital, campaigning, policy, information, legal and media. You will work closely with colleagues across all other departments: Fundraising, Infrastructure, Retail, Wales and Networks and Communities, building relationships with local Minds where appropriate. You will also work closely with our partnership anti stigma campaign, Time to Change.

The nature of the duties may change and develop, according to the needs of the team. This will require a flexible and adaptable approach.

Key responsibilities

1. To work closely with the Head of Communications and Head of HR in developing and delivering effective internal communications strategies for Mind, in line with Mind's broader corporate strategy.
2. Align internal communications to our organisational development plan, working closely with OD and wider HR teams to ensure internal communications is seen, and delivers, as a key solution.
3. Work closely with all teams across Mind to develop best practice for internal communications work that increases staff engagement and sharing of information.
4. Develop and maintain good working links across Mind understanding different perspectives and finding creative solutions.
5. Evaluate activity to inform future development, marketing opportunities and to increase Mind's understanding of key audiences, providing performance reports to Head of Communications and Marketing and senior management.
6. Provide advice to colleagues across the organisation on internal communications planning, audiences, channels and messaging to ensure the most effective approaches.
7. Write, edit and proof read internal communications material to ensure consistency and compliance with Mind's branding, values, key messages and style guidelines, ghost writing for senior staff

when required.

8. Advise and sign off materials from other staff members when required to ensure the same.
9. Support the strategic planning process with annual internal communications to ensure everyone is clear in our direction for the period ahead.
10. Champion the strategic communications and marketing planning and evaluation process with your peers across Mind and empower other teams through shared audience insight and good communications tools and practices.
11. Use audience insight as the bedrock of the internal communications and seek best practice in developing our internal communications function.
12. Take the lead in developing effective and cost-effective internal communications and engagement solutions using a range of new and existing tools.
13. Take coordination responsibility for some of Mind's key change projects, working in close collaboration with other teams across Mind and external partners.
14. Manage individual staff and occasional volunteers, including coaching, motivating and developing the skills of staff in the team, and performing supervisions and appraisals.
15. Help to draw up the budget for the internal Communications team, and manage the budget for individual internal projects
16. As a member of the Communications and Marketing Management Team, ensure that team policies and procedures enable integrated planning and activity across teams and support the communications managers in promoting the team and our ways of working across the organisation and offering flexibility at busy times.
17. Work with Mind's CRM system to ensure contacts are recorded, monitored and marketing information is effectively used.
18. Prepare papers for and present to Mind committees and internal forums.
19. Deal tactfully and sensitively with staff, many of whom are people experiencing mental health problems.
20. Undertake other duties that may from time to time be necessary, and that are compatible with the nature and grade of this post.

Expectations

You will be expected to contribute to the team and Mind's wider principles by:

Communications and Marketing team expectations

1. Sharing our vision that we won't give up until everyone with a mental health problem gets both support and respect and committing to act in line with our values: open, together, responsive, independent and unstoppable.
2. Promote our brand and values internally and externally.
3. Take personal responsibility for contributing to internal communications.
4. Having a flexible approach and a can-do attitude with colleagues in the team and beyond, consciously preventing silos and organisational boundaries and being prepared to support others and work where the need is greatest.
5. Ensure everything we do is driven by our mission and that means reaching people from a wide range of backgrounds, including people from marginalised communities and disadvantaged communities.
6. Ensuring all our work is appropriately informed and influenced by the views and experiences of people with direct experience of mental health problems, particularly those from black and minority ethnic groups who are disadvantaged in mental health services and other diverse groups. Co-designing and using audience insight from people with lived experience of mental health wherever possible.
7. Commitment to personal and team continued professional development, taking responsibility for keeping abreast of external environments and attending a wide range of internal and

external training, conferences and networking opportunities and sharing your learnings with the team.

8. Ensure our work is two nation in approach and adheres to the Welsh language policy.
9. Be true to our values to work collaboratively with colleagues across the whole of Mind, developing joint solutions and positive actions.
10. Commitment to your own and the team's wellbeing.

General expectations

1. To attend and contribute to meetings, training and other events as required.
2. To attend and contribute to the supervision and appraisal process.
3. To ensure that all responsibilities and activities within this post are in accordance with the terms and spirit of Mind's policies.
4. To travel to meetings in England and Wales, which may require the need to work unsociable hours e.g. attending evening or weekend meetings or for overnight stay.
5. To adhere to relevant legal and statutory requirements including the General Data Protection Regulation and the Health and Safety at Work Act.
6. To use Mind's resources responsibly.
7. To contribute to making Mind a Greener workplace

Person specification:

Internal Communications Manager

Essential criteria

1. Significant experience in a senior communications role with internal focus and demonstrable track record in developing and managing impactful brand and/or communications activities.
2. A strong understanding of brand and corporate identity, with experience of acting as a brand champion and guardian particularly with internal stakeholders and translating values into behaviours.
3. Experience of building and developing relationships with a range of stakeholders and a demonstrable ability to develop and maintain effective working relationships with groups and individuals with differing perspectives and agendas.
4. Experience of working directly with senior leadership, influencing and supporting their internal communications to staff.
5. Commitment to empowering people in a complex organisation, who may have complex needs.
6. An audience-focused approach to communications with a demonstrable ability to adapt messages and methods to meet the needs of specific groups.
7. Experience of managing internal communications during a reputational or operational crisis.
8. Experience of project management, and of monitoring and evaluating quality and impact.

Desirable criteria

1. Demonstrable understanding and empathy towards mental health problems
2. Experience of managing a team, supporting and developing staff and effectively managing team resource
3. Experience of leading change in a complex organisation
4. Experience in the full marketing communications mix (brand, internal/external communications, marketing, digital, media, campaigns).
5. Excellent knowledge of integrated working on complex campaigns
6. Knowledge of a range of engagement activities including fundraising and local programme delivery

7. Excellent knowledge and understanding range of communications and marketing techniques and how to engage and persuade audiences and how to use audience insight