

YOUR NEW ROLE AT THE TRUST

JOB TITLE:	Internal Communications Manager	PAY BAND:
FUNCTION:	Communications and Ambassadors	Support Delivering
THE TEAM:	The Communications and Ambassadors Team services the whole of the organisation, building and protecting the reputation of The Trust.	Specialist/Managerial Technical Lead/Function Head Senior Leadership Team











WHERE YOU WILL FIT

CEO	Director of Communications	Head of Internal Communications	Internal Communications Manager
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HOW DOES THIS ROLE IMPACT YOUNG PEOPLE?

The internal communications team engages colleagues with The Trust's core purpose: to give young people the chance to succeed.

WHAT WILL YOU DO?

-  Advise and support colleagues across The Trust by creating and implementing internal communications plans and campaigns, and creative content
-  Lead on internal communications to support our work on equality, diversity and inclusion - a Trust priority
-  Lead on work with content owners to review, improve and maintain our intranet, The Loop
-  Drive and develop our use of Workplace as a place for colleagues to connect and engage
-  Advise and support colleagues and senior leaders in communicating change initiatives, in support of the organisation's strategic goals
-  Produce our monthly staff news digest, Trust Talk
-  Evaluate and report on internal communications activity to inform improvements
-  Advise, champion and train colleagues on internal communications best practice
-  Continually improve internal communications channels and processes and ensure effective feedback loops are in place.
-  Responsible for actively contributing to an equitable, diverse and inclusive workplace



King's Trust

THE SKILLS YOU'LL BRING

All of the roles at The Trust are key to our success and there are certain skills we need to be successful. And while we will shortlist the most qualified people for the role, we ask everyone for a supporting statement. If you think you could do the role, but don't have all the desirable experience, we would still love to see an application from you.

WE REALLY NEED YOU TO HAVE THESE

Skills & Knowledge	Why do we need this?
Ability to write compelling and engaging copy	You'll need to write and edit copy for different audiences and channels
Knowledge of evaluation methods for internal communications	To learn what works and apply this to future activity
Ability to design creative communications solutions to inspire and motivate colleagues	This will help us achieve cut-through for our messages in a busy working environment
Ability to manage stakeholders at all levels, professionally and assertively	Working effectively with others is a core skill that you will use on a daily basis in this role
Experience	Why do we need this?
Experience of managing and developing an intranet	Improving our intranet will be a priority for this role
Experience of managing multi-channel internal communications	You'll advise colleagues on the right channels, timing and messaging
Experience of communications crisis management	You'll need to be able to act quickly and confidently in the event of a crisis
Experience of developing and implementing internal communications plans and campaigns	This will be a significant element of this role
Experience of using Workplace by Facebook, or a similar platform, to support internal communications/engagement	You'll be the day-to-day lead on this platform, which we launched in April

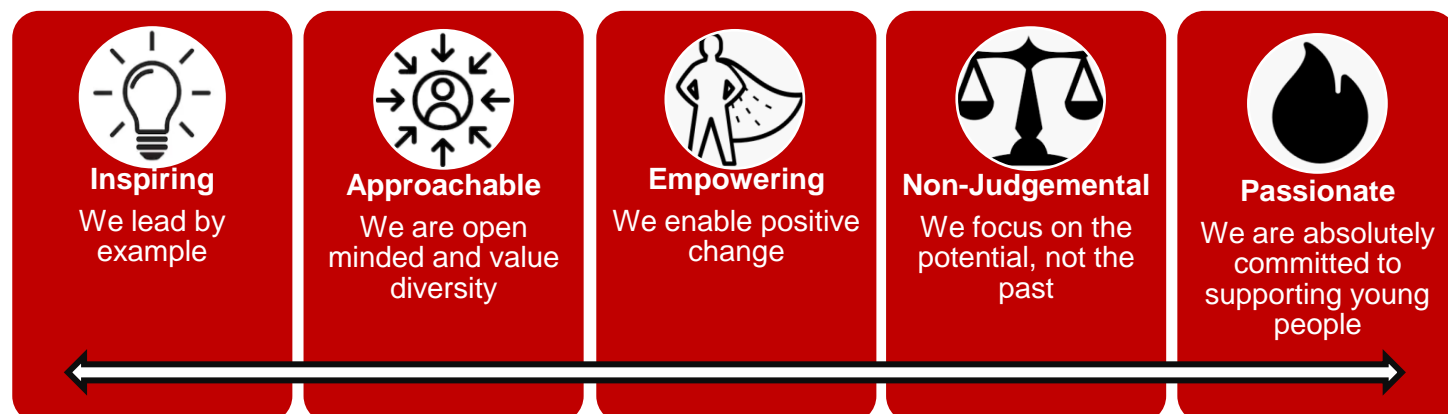
WE WOULD LOVE IT IF YOU COULD DO THIS

Experience	Why do we need this?
Experience of managing internal communications across multiple sites	The Trust employs around 1200 colleagues based in many different locations across the UK
Skills & Knowledge	Why do we need this?
Knowledge of video production/editing	With our increasing use of video, this would be a useful skill
Ability to produce simple graphics and edit imagery for internal use	We would like to develop this capability within the team

WHAT DO WE EXPECT FROM YOU?

OUR VALUES

Our values are at the heart of everything we do – they articulate who we are and how we work together to achieve our aims to help young people.



Here at The King's Trust, we're committed to equality, diversity and inclusion. We want to be an organisation that's representative of the communities we serve, which is why we strive for diversity of age, gender identity, sexual orientation, physical or mental ability, ethnicity and perspective. Our goal is to create an environment where everyone, from any background, can be themselves and do the best work of their lives.

We're a Stonewall Diversity Champion and we are Disability Confident employer. Our staff, volunteers and young people are supported by KT CAN (our Cultural Awareness Network), KT GEN (Gender Equality Network), KT DAWN (Disability & Wellbeing Network) and PULSE (LGBTQIA+ Network). For more information, [click here](#).

OUR BEHAVIOURS

We expect certain behaviours from you about how you interact with colleagues, our partners, young people & the public. As someone who works at a specialist/managerial level, we would expect that you live these behaviours.

Leading by Example	Continuous Improvement	Effective Communication	One Team	Delivering Results
<p>You inspire others through a passion for what we do</p> <p>You keep young people and our end goal in mind</p> <p>You build trust in others through reliability and holding self-accountable for success</p> <p>Resilient in the face of challenges, not taking constructive criticism personally</p> <p>You're authentic and bring unique talents to work, encouraging others to do the same</p> <p>You role model integrity and act according to our Values</p>	<p>You champion change initiatives and help others see the benefits and opportunities</p> <p>You take an entrepreneurial approach to improving how we do things</p> <p>You seek opportunities to enhance your own development and build expertise</p> <p>You role model a positive and constructive approach to giving & receiving feedback</p> <p>You support others in adapting to change</p>	<p>You're approachable, clear and assertive</p> <p>You cascade important and relevant information to others clearly and swiftly</p> <p>You treat people as individuals, tailoring communication and influencing style accordingly</p> <p>You communicate difficult messages and challenge others' thinking effectively</p> <p>You listen to and empathise with others to understand the root of situations before responding</p>	<p>You role model effective and mutually supportive teamwork with colleagues</p> <p>You manage the expectations of others, gaining buy-in where required</p> <p>You share knowledge and information</p> <p>You build and invest in relationships across The Trust</p> <p>You use awareness of how your own team fits within the wider organisation to find solutions</p>	<p>You translate The Trust's long-term vision and strategy into actionable plans & targets</p> <p>You take responsibility for making and implementing logical, data-based decisions</p> <p>You're flexible and responsive as priorities and requirements change</p> <p>You seek solutions and solve problems, empowering others to do the same</p>

THE WELFARE OF OUR YOUNG PEOPLE

The King's Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. As part of this commitment, we undertake basic disclosure checks per the Codes of Practice for all roles within The Trust, and for our roles working directly with young people, at an enhanced level. Having a criminal record will not automatically exclude applicants.