

Job Title: Internal Communications and Engagement Lead

Grade: Band E

Reports to: Head of Marketing and Communications

Role Responsibilities: No line management or budget responsibilities

The Role

ECL (Essex Cares Limited) was established by Essex County Council in 2009 as the UK's first Local Authority Trading Company. We operate in London, Essex, and Southeast England.

ECL provides person-centred care and support to over 50,000 people each year enabling them to live safely and independently within their own homes and interact with their communities.

We are seeking a talented Internal Communications and Engagement Lead to join our Marketing and Communications team. In this pivotal role you will keep our teams informed, engaged, and connected across our organisation. Your expert creative writing skills will resonate with a diverse workforce, ensuring effective communication and engagement across a dispersed workforce.

Job purpose

You will be responsible for developing and executing ECL's communications strategy. Your expertise will be crucial in ensuring that all internal messaging is clear, consistent, and aligned with our company's vision, mission, values, and goals.

You will plan and deliver internal engagement and communications events, to drive employee engagement and strengthen our company culture.

Collaborating closely with colleagues across the organisation and with the Senior Leadership Team to create accessible and impactful content for a variety of channels. Additionally, you will contribute to departmental projects and lead on all internal communication initiatives.

Key Accountabilities

- Lead on the development and delivery of ECL's internal communications strategy.
- Develop and implement a comprehensive internal communications and engagement calendar that supports the organisations objectives.
- Collaborate with the Head of Marketing and Communications and key stakeholders including the Change Manager on the creation and delivery of communication strategies for various projects.
- Work flexibly and collaboratively with different teams to support key goals, no matter your position in the organisation.
- Think creatively, challenging the norms, and constructively challenging those around you (including those more senior) to ensure continuous improvement, commercial astuteness, and inspire the same in colleagues.
- Ensure understanding and the proper assessment and mitigation of risk, including Information Governance, Safeguarding, Health and Safety and Business Continuity.

Duties and Responsibilities

Content creation

- Ensure all internal messaging is clear, consistent, and aligned with the organisations tone and messaging.
- Produce engaging content tailored to a multitude of internal audiences.
- Provide editorial advice to maintain high-quality communication standards.
- Assist with the delivery of the people strategy through values-based communications.
- Deliver communications that foster a positive organisational culture, support transformation and innovation.
- Promote diversity and inclusion within the organisation through your communications.
- Maintain and develop internal communication channels to best suit the need of ECL's employees.

Events and campaigns

- Coordinate and manage a varied internal events calendar to foster ECL's culture and improve employee engagement.
- Oversee the delivery of internal campaigns to maximise employee participation.
- Increase two-way dialogue from teams across ECL through employee voice initiatives.

Stakeholder management

- Advise on the most appropriate channels and methods to communicate and engage with different stakeholders across ECL.
- Build and maintain strong relationships with key stakeholders to ensure effective communication.
- Work alongside the PMO team to ensure employees are updated and knowledgeable about ongoing projects at ECL.
- Collaborate with the Change Manager to deliver organisational change communications to minimise uncertainty and ensure employees are well informed.

Crisis and Business Continuity Communication:

- Develop and maintain a clear protocol for internal emergency and crisis communication, including roles, responsibilities, and processes.
- Have oversight and review of all crisis and business continuity communications.

Feedback and Improvement:

- Evaluate the effectiveness of internal events, campaigns, channels, and communications to deliver data led improvements to internal engagement.
- Capture feedback from employees and stakeholders to continuously improve communication strategies.
- Responsible for recognising a disclosure of a concern from an individual that requires a safeguarding intervention to be made and to take appropriate action.

This job description is only an outline of the tasks, responsibilities and outcomes required of the role. The jobholder will perform any other duties as may be reasonably required by their line manager.

Person Specification

Key Skills and Competence

Education and qualification

- Educated to degree level or hold a diploma qualification from the CIPR or IoIC or relevant experience.

Skills and Experience (all essential)

- Previous, proven experience in a similar internal communications role.
- Exceptional writing skills with the ability to create engaging and accessible content.
- Experience with running impactful internal communication campaigns and events.
- Previous experience of internal crisis communications and change management.
- Exceptional attention to detail and proofreading skills.
- Strong project management skills.
- The ability to build and maintain effective relationships with varied stakeholders.
- A thorough understanding of internal communication channels and strategies.
- Excellent IT skills with knowledge of relevant software applications including MS Outlook, Excel, and PowerPoint.
- Ability and experience of successfully working to very tight deadlines.
- Exceptional organisational skills with the ability to manage conflicting priorities.

Skills and Experience (desirable)

- Experience of working in the health and social care sector.
- CIPR or IoIC diploma and membership
- Ability to capture and edit basic films for internal audiences.

