|  |  |
| --- | --- |
| **Digital Communications Manager – Internal**  **Job Description and Personal Specification** | |
|  |  |
| **Job title:** | Digital Communications Manager – Internal |
| **Place of work:** | Pear Tree Street, min 1 day/week in office, rest of hours flexible |
| **Hours of work:** | Full time (37 hours per week) |
| **Pay band:** | Adviser |
| **Reports to:** | Assistant Director of Communications |
| **Level of screening:** | None |
|  | |
| Who we are | |

Catch22 exists to help build a society where everyone has a good place to live, good people around them, and a fulfilling purpose. [We call these our '3Ps'.](https://www.catch-22.org.uk/about/our-vision/)

We achieve this in two ways. Firstly, we improve lives on the frontline through delivery of public services. Secondly, we use our knowledge to change 'the system', to fix the complex web that can trap and disempower those it was set up to help. With the heart of a charity and the mindset of a business, we are uniquely placed to deliver on this challenging agenda.

|  |
| --- |
| Where you fit in |
| As our Digital Communications Manager - Internal, you’ll be part of an energetic and impactful team with a fun but hardworking culture.  Sitting within the Communications and Engagement Team, this role will be responsible for delivering the digital elements of the Catch22 internal communications strategy. In particular, this role will manage the implementation, embedding, and maintenance of our core digital communication channels, currently the intranet (Interact) and Microsoft Viva Engage.  You will need to have demonstrable experience in digital and intranet communication channels and project management, as well as strong communication and writing skills to effectively manage the platform and content delivery.  You will work closely with our Policy and Communications Managers and Digital Content Manager to effectively plan the rhythm of communications from each hub. You will then help to produce, upload, and disseminate this content, using a range of formats (including written updates, calendars, newsletters, and more). You will also support colleagues across Catch22 more widely to find the most appropriate way to promote their work (either on the platform or off, depending on the content).  This is a new role, reporting to the Head of Communications and Digital Marketing, which will play a key part in shaping the direction of Catch22’s internal communications as we move into the next phase of our internal communications journey. |
| Main Duties & Accountabilities |

**Content planning, collation, creation and engagement**

* Manage and generate ideas for the Catch22 internal content calendar to ensure that it accurately reflects Catch22’s internal communications strategy, business priorities, vision, values and culture whilst remaining focused. This will include forward planning, working with other teams and services to communicate their work where appropriate, and earmarking relevant external campaigns on which to hook Catch22 outputs where necessary.
* Create content for Catch22’s internal intranet system (Interact) using a range of formats. This will include written updates, “newsletters”, calendar events, pulse surveys and more – as well as simple, engaging multimedia to sit alongside.
* Work with communications colleagues to ensure that external news pieces from the Catch22 website / content calendar are effectively communicated using the Intranet system.
* Establish systems to monitor user-generated content for appropriateness.
* Drive employee engagement using digital communications channels such as the intranet and Viva Engage.

**Intranet system maintenance**

* Act as a System Super User, answering questions from colleagues about how to use the system effectively, whilst taking time to understand and meet their needs.
* Manage and work with the Interact team to troubleshoot and make improvements to the software package (and resulting user experience) as required.
* Maintain the intranet’s visual identity and navigation, to ensure that it is easy-to-use and accurately reflects the Catch22 brand.
* Monitor the performance of content to ensure that key items are easily accessible, sourcing content that does not exist, and removing or updating out-of-date content regularly.

**Reporting and training**

* Review and analyse system analytics, and create reports for key stakeholders, to understand and boost engagement over time.
* Provide training to, and support, colleagues on the intranet and what can and cannot be shared appropriately.
* Chair the ‘Intranet Content’ and ‘Intranet Technical’ working groups to ensure that all teams are informed about relevant changes and that their voices are represented.

**Other responsibilities**

* Play a full part in Catch22 organisational life and culture.
* Maintain excellent professional standards in all aspects of project work.
* Comply with Health and Safety policies and procedures.
* Carry out such other relevant duties, as may be required and as are commensurate with the nature and grading of the post.

|  |
| --- |
| What does good look like for this role? |

* Able to generate ideas, organise and plan internal communications content effectively, ensuring it is delivered on time and to a high standard.
* Able to quickly embrace Catch22’s tone of voice and style when creating content.
* Able to create graphics and short videos for the intranet, in-line with Catch22 brand guidelines.
* Able to apply creative thinking to our internal communications content and bring new ideas to enhance our activity.
* Able to understand and work with performance data to tweak content ideas to boost engagement over time
* Able to form strong working relationships with Catch22 staff and external partners as appropriate
* Able to manage a busy workload and effectively prioritise a range of requests on a day-to-day basis

**Personal qualities:**

We’re looking for someone who is committed to the Catch22 values of:

* **Compassion:** Approaches all situations with sensitivity and able to empathise with the competing demands that our staff face.
* **Collaboration:** Can work effectively with others to deliver internal communications that support the needs of to all parties.
* **Empowering others:** Supporting teams to effectively communicate their work to the wider organisation appropriately.
* **Curiosity:** Aware of current technologies and trends within the internal communications space, and how these can be used effectively at Catch22.

|  |
| --- |
| Organisational Relationships  * Report to the Assistant Director of Communications and contribute to the delivery of relevant elements of Catch22’s internal communications strategy. * Establish strong working relationships with the Policy and Communications Managers and Digital Content Manager in order to effectively manage the internal communications calendar. * Build strong relationships with other functions, including operational teams and our corporate services to ensure all internal communications activity is aligned. |

|  |  |  |  |
| --- | --- | --- | --- |
| Assistant Director of Communications: Person Specification | | | |
| **COMPETENCY** | **ESSENTIAL** | **DESIRABLE** | **ASSESSMENT** |
| **QUALIFICATIONS** | Minimum 5x GCSEs or equivalent | Educated to degree level or with equivalent professional experience in a digital internal communications role. | Application |
| **KNOWLEDGE** | Knowledge of internal communications and intranet software  Knowledge of how to effectively balance a busy content calendar and to deliver its outputs on schedule | Knowledge of the power of effective internal communications and the role it can play in staff experience. | Application and interview |
| **EXPERIENCE** | Proven experience of managing a digital internal communications platform.  Proven experience of creating compelling written and visual internal communications content.  Proven experience of managing a platform supplier, including testing, troubleshooting and bug fixing.  Proven experience of writing content across a range of platforms and formats  Proven experience of communicating effectively with a range of audiences. | Experience of working basic design software  Experience of training colleagues on system maintenance  Project management experience | Application and interview |
| **SKILLS & ABILITIES** | Ability to understand and analyse data around system and user analytics to drive improvements to the user experience.  Ability to work well under pressure  Highly organised  Excellent copywriting skills  Strong attention to detail  Ability to present complex information in an accessible way  Ability to multi-task  Good inter-personal skills | Basic HTML skills | Application and interview |
| **OTHER** | Share Catch22 values  Awareness of and commitment to Equality & Diversity  Desire to develop and undertake training as required |  | Application and interview |