



# Job description

<b>Post:</b>	<b>Internal Communications Manager</b>
<b>Grade:</b>	4a
<b>Department:</b>	Membership, Marketing and Communications
<b>Responsible for:</b>	The development and implementation of RCS England's Internal Communications strategy and fostering a culture of transparency and high engagement across the College
<b>Responsible to:</b>	Executive Director, Membership, Marketing and Communications

## Job summary

**'Together, we're changing the face of surgery. Join us.'**

This new and exciting role will see you drive the creation and delivery of our first ever internal communications strategy to lead staff engagement and support the success of our new brand and strategy, as it begins to work on the recommendations provided in the independent review into the diversity of leadership at the College, and on the recommendations from the internal review into staff satisfaction.

The Internal Communications Manager will play a pivotal role in ensuring all staff are fully informed and engaged in College wide initiatives and championing our values of Collaboration, Respect and Excellence. The post holder will thrive in combining being hands-on with strategic thinking and prioritising multiple projects deadlines. Building relationships across the organisation will be key.

The role would suit someone with experience of working in a communications team with a passion for internal communications and the ability to build great relationships at all levels and including with the CEO, Executive Director Team, Directors and Heads of teams. Good writing, editorial and verbal communications skills are vital as are ensuring outcomes and evaluation metrics are in place to report on the impact of internal communications activity.

## Specific duties and responsibilities

### 1. Developing and implementing an internal Communications Strategy

- Working with the Executive Director Team, and other senior managers to develop and implement an effective internal communications strategy, ensuring the needs of all staff across RCS England are met.
- Introduce processes to promote engagement and awareness of key RCS England priorities and activities, including highlighting how the work of the President, and other Council/committee roles align with the activities undertaken by staff.



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**Respect**



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- Provide regular reports to the Executive Team on the impact of internal communications approaches and messages.
- Conduct annual review of staff satisfaction, using the results to inform future work and enhance sentiment across the College.

## 2. Providing support to internal teams

- Working with teams across the organisation to develop internal communications plans and content that keep staff informed and engaged.
- Working with the wider external affairs team to ensure internal and external communications are aligned.
- Working with the Head of Marketing to ensure effective application of the RCS England Brand Guidelines, and providing training on this for staff.
- Working with IT and Digital to increase awareness and engagement of College wide initiatives and signposting staff to support and resources.
- Working with teams to review communications with our volunteers.
- Working with Human Resources to ensure that internal communications is embedded in all change programmes and on the planning, design and delivery of engagement surveys and subsequent engagement plans.

## 3. Developing and sharing engaging content

- Working with teams from across RCS England to gather and effectively share content that celebrates the work of the College and its people.
- Curating a regular newsletter for internal stakeholders to promote stories and updates that have recently been added to the intranet and website.
- Working with the digital team to manage the intranet and support colleagues from across RCS England to provide information, updates and opportunities to showcase their areas of work.
- Work with and support Staff Council to foster a collaborative dialogue between staff reps and the wider College team.
- Devise a social staff event calendar in collaboration with Staff Club that may include virtual and in person meets such as quizzes and sporting/celebratory occasions.
- Ensuring opportunities for two-way meaningful communication between staff and senior managers.
- Working with the Executive Director Membership, Marketing and Communications to coordinate regular communication from the CEO and executive team to staff through various channels.



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#### 4. Strategy and Diversity and Inclusion

- Support the Strategy Group on engagement with staff on the roll out of the five year strategy.
- Take a leading role in the organisation of activities to support staff following the launch of the new RCS England headquarters.
- Work alongside the Diversity and Inclusion Programme Manager to embed a culture of diversity and inclusion within its professional leadership, the wider profession and the staff body. Ensure communications meet compliances.
- Support HR and the Executive Director Team to update guidance, documents, information and any other communications provided to potential, incoming and current staff to ensure language is inclusive and style and brand are adhered to.

#### 5. General

The post-holder is expected to represent RCS England in a professional manner in relation to his or her responsibilities and in ensuring their own continuing professional development.

Undertake such duties appropriate to the grade.

**This job description will be subject to review in the light of changing circumstances and may include other duties and responsibilities as may be determined. It is not intended to be rigid or inflexible but should be regarded as providing guidelines within which the individual works.**

**The Royal College of Surgeons of England is an Equal Opportunities Employer.**

**All College employees are responsible for records held, created or used as part of their work for the College including patient/client, corporate and administrative records whether paper-based or electronic, which also includes emails. Records should be managed and stored appropriately and should in all cases comply with the requirements of the Data Protection Act 2018 and the General Data Protection Regulation. Employees should have read and understood the College's Data Protection Policy and Records Management Policy and should follow all agreed records management and data protection procedures, seeking advice where necessary.**



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# Person specification

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## Qualifications

- Educated to degree level or relevant professional experience in internal communications

## Experience and skills

- Demonstrable experience of designing and delivering successful and innovative multi-disciplined communications strategies
- Excellent organisational skills, methodical approach to planning and attention to detail
- Previous experience in a marketing or communications role, preferably within a medium-sized organisation
- Experience of change management and or working in HR/people environments
- Strong experience of building networks and relationships to deliver results
- Ability to prioritise and manage own workload effectively but also to be flexible and adapt / respond to emerging issues, short deadlines and other demands or challenges
- Experience of working with corporate brand, style and visual assets
- Ability to write a range of quality material across formats and channels for various audiences
- Experience of project management disciplines to lead or contribute to project work
- Commitment to championing audience needs and acting on feedback
- Committed to continued learning and improving

## Knowledge

- Good understanding of the health sector and its related issues, policy and the challenges and opportunities facing this sector
- Good understanding of people needs post COVID, remote/hybrid working, mental health and caring responsibilities
- Good understanding of Diversity, Equity and Inclusion and its focus in College strategy



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### Digital skills

- Awareness and skills in a range of packages such as Microsoft Office Suite, CRM tool, CMS and Adobe InDesign and Illustrator
- Strong understanding of email marketing and communications
- Ability to conduct and analyse both quantitative and qualitative research
- Ability to use online analytics tools
- Good understanding of how to build and report on surveys
- Experience using DotDigital desirable

### People and interpersonal skills

- Strong communication skills, both verbal and written, demonstrating accuracy and attention to detail
- Good interpersonal skills with the ability to influence and handle sensitive and often agile situations, maintaining confidentiality where possible
- Experience of working with, leading and influencing senior leaders and stakeholders both internally and externally
- Work effectively in demanding scenarios and to tight deadlines as necessary
- Relationships and team building

The post holder will also need to demonstrate the following values:

<b>Collaboration</b>	<p><b>We embrace our collective responsibilities working collaboratively and as one college.</b></p> <ul style="list-style-type: none"> <li>• We work together, using our collective expertise and experience to effect positive change</li> <li>• We are open, honest and transparent, straightforward in our language and actions, acting with sincerity and delivering on our commitments</li> <li>• We take our responsibilities to each other, to patient care and to the environment seriously and we act with this in mind across our work</li> </ul>
<b>Respect</b>	<p><b>We value every person we come into contact with at the College as an individual, respect their aspirations and commitments in life, and seek to understand and meet their physical and wellbeing needs.</b></p>



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	<ul style="list-style-type: none"><li>• We treat everyone we meet with kindness and integrity and we seek to promote these behaviours in others</li><li>• We actively seek a range of views and experiences across our work, and we listen to, and make everyone feel, a valued part of the team</li></ul>
<b>Excellence</b>	<b>We aspire to excellence and success. We share learning from our experiences, apply feedback into practice, and commit to continual improvement.</b>
	<ul style="list-style-type: none"><li>• We work hard to be the best at what we do, recognising and celebrating effort and achievement, and reflecting on our work, so we can learn and improve</li><li>• We value and invest in research, education and training to drive excellence and put improvements in surgical practice, dentistry and patient care at the heart of our work</li><li>• We always seek to learn and discover more, valuing knowledge and scientific evidence, basing our decisions on insights, fact and experience</li></ul>

The appointment is subject to proof of the attainment of any qualifications deemed essential to the post and used as a basis for shortlisting and selection. Failure to provide evidence of the required qualifications will result in the offer of employment being withdrawn.

The Royal College of Surgeons of England is an Equal Opportunities Employer. We are open to all talent and we actively ensure that all qualified applicants will receive equal consideration for employment without regards to race/ethnicity, national origin, religion, pregnancy, marital status, sexual orientation, gender identity/expression, age and disability.



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