



<b>1. Job Title</b>	Internal Communications Officer	<b>2. Job Description Date</b>	October 2021
<b>3. Department/Team</b>	Public Engagement	<b>4. Grade of Job</b>	
<b>5. Job Family</b>	TBC [HR to complete]	<b>6. Notice Period</b>	
<b>7. Context</b>			
<p>The Royal Hospital Chelsea is a historic institution providing sheltered accommodation (Long Wards) and full nursing care where necessary (the Margaret Thatcher Infirmary) for some 300 retired soldiers, known as Chelsea Pensioners. It ensures Army veterans are provided with the support and comradeship they need in recognition of their service to the Nation and safeguards their historic home for the veterans of tomorrow.</p> <p>The role holder is expected to lead by example in demonstrating the Royal Hospital Values:</p> <ul style="list-style-type: none"> <li>• Nurture Belonging – unite through comradeship.</li> <li>• Respect Individuals – listen and act.</li> <li>• Encourage Pride – commit to high standards.</li> <li>• Enjoy Life – make people smile.</li> </ul> <p>All roles within the Royal Hospital Chelsea (RHC) have an integral part to play in contributing to the achievement of the Hospital’s Strategy and Vision.</p>			
<b>8. Role Purpose:</b>			
<p>The Public Engagement Department brings together the Hospital’s main external facing functions; fundraising, communications, corporate relations, public affairs and visitor services. It is at the very heart of the Hospital’s functionality and its Communications team supports fundraising and promotes the Hospital through protecting its reputations and managing its relationship with key stakeholders, taking direct responsibility for media management, PR, public affairs, digital communications, brand development and compliance, and internal communications. The pivotal role of Internal Communications Officer comes at an exciting time for the organisation in terms of cultural change. The Internal Communications Officer will be an integral part of the team who will consolidate, improve and drive internal comms to a much higher standard at the Royal Hospital.</p>			
<b>9. Principal Accountabilities: 8-10 outcomes</b>			
<p><b>Principal Tasks</b></p> <ul style="list-style-type: none"> <li>• Ensure the RHC’s internal communications are compliant and consistent across the board and that the brand enhances the RHC’s internal reputation with stakeholders, service users and staff</li> <li>• Oversee and develop the internal brand for internal communications, in line with the RHC values</li> <li>• Develop and lead on a staff engagement programme, which includes training staff on new digital, organisational wide initiatives</li> <li>• Create strategies to improve internal engagement amongst ‘hard to reach’ staff groups</li> <li>• Project manage, working with the Digital Communications Manager the continued roll out and engagement of the Intranet</li> <li>• Manage and deliver content for the intranet and drive engagement, manage the back-end of the Intranet working with the Digital Communications Manager</li> </ul>			



- Write, edit and oversee articles for a variety of internal marketing materials, e.g. newsletters and the Intranet
- Use a multi-media approach including; photos, film, audio, written, posters, workshops to ensure the most reach possible
- With the Head of Communications, prepare an internal staff communications and social media policy and programme for consideration by the Exec board within 6 months of appointment
- Measure the impact of internal communications projects via online metrics and surveys, seek out feedback and adjust content accordingly

**10. Leadership expectations**

The role holder is expected to:  
 Drive the organization through a cultural change process and lead on the work of the new values via internal communication outputs. To be the main point of contact across the organization for internal communications to create and deliver content that improves uptake and awareness of key messaging for staff and to measure outcomes, working with the Head of Communications and the wider communications team.

**11. Skills Knowledge and Experience**

- Essential Skills**
- Ability to network across the organization with key stakeholders, able to champion new organisational values and internal brand
  - Experience of managing a cultural change process within an organization
  - Experience of providing staff engagement training
  - Ability to evaluate and monitor progress via a series of online and offline metrics
  - Project management experience
  - Educated to degree level or equivalent, or extensive internal communications experience
  - Proven experience of working in a busy team and delivering tangible results
  - Demonstrable experience of planning/executing campaigns
  - Demonstrable creative and strategic approach to internal communications problem solving
  - Skilled writer with the ability to produce compelling copy that is tailored to the needs of staff and service users
  - Excellent people skills and the ability to forge strong working relationships, including service users, staff and stakeholders
  - Excellent interviewing and subediting skills
  - Ability to empathise with personal stories and experiences, and tactfully approach sensitive subjects
  - Experience of rolling out and managing maintaining an internal Intranet including content and back-end
  - Highly organised and able to use own initiative to work effectively on multiple projects without close supervision, setting goals in line with pre-agreed strategic aims
  - Ability to work calmly under pressure
  - Both self-motivated and a team player, willing to work out of hours when needed to support the communications function



**Desirable Skills**

- Professional qualifications and training in communications or journalism
- Working within a charity or not-for-profit environment, particularly with experience of supporting income generation
- Photography skills
- Filming/editing skills
- Experience of writing for online and social media
- Experience working on brand development and corporate identity projects

**Knowledge and Experience**

- Experience of working within and creating results in an internal communications setting

**Competences**

- Ability to evaluate and monitor progress via a series of online and offline metrics
- Project management experience
- Experience of managing a cultural change process within an organization
- Experience of providing staff engagement training
- Demonstrable experience of planning/executing campaigns
- Demonstrable creative and strategic approach to internal communications problem solving

**Qualifications:**

A degree in communications or equivalent.

**12. Agreement:** I have reviewed this Job Description and confirm it accurately reflects the role.

**Line Manager**.....

**Date** .....

**Employee**.....

**Date** .....

Note: All RHC employees are expected to be flexible in undertaking the duties and responsibilities for their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.