

JOB DESCRIPTION



Job Title	Internal Communications and Engagement Officer
Department	Marketing and Communications
Hours / Tenure	36 hours/permanent (Monday to Friday)
Responsible to	Internal Communications and Engagement Manager
Pay Spine Grouping	Group 2

Our Team/Department

We are a team of 14 and lead on all marketing and communications activities for the hospice – covering the effective promotion of our clinical and community services, our professional learning, research, policy and influencing activity, community engagement, fundraising appeals and our charity shops. This includes all internal communications to ensure our diverse workforce are informed and engaged.

No two days are ever the same and we are fortunate to work with colleagues right across the organisation. The working environment is always bustling and lively. If you're creative, organised and a real people person then this may be the place for you.

Primary Job Purpose

The Internal Communications and Engagement Officer helps colleagues across St Christopher's feel informed, connected and engaged with our purpose, strategy and values.

Working closely with the Internal Communications and Engagement Manager, you will support the delivery of engaging, accessible and timely communications across a range of channels, ensuring messages reach and resonate with colleagues working in diverse settings, including clinical services, retail, fundraising and corporate functions.

This is a hands-on role suited to a proactive communications professional who enjoys creating compelling content, building strong relationships, and continually improving the way colleagues experience communications across the organisation. You will also play an important role in helping us use insight, data and emerging technologies, including AI, to create more impactful and engaging communications, improve team efficiency, and enhance the colleague experience.

C1: Customer Focus

- Build strong relationships with colleagues across the organisation to understand communication needs, priorities, and challenges.
- Create clear, engaging, and accessible communications that meet the needs of diverse audiences, including desk-based and non-desk-based colleagues.
- Seek and act on feedback to improve communication channels, content and the colleague experience.

- Support colleagues and stakeholders with professionalism, empathy, and responsiveness, recognising the sensitive nature of work within a hospice environment.
- Ensure communications help colleagues understand organisational priorities, changes and opportunities to engage with the work of St Christopher's.

C2: Self-Management and Problem Solving

- Manage a varied workload effectively, balancing planned communications activity with emerging and reactive priorities.
- Take ownership of delegated projects and day-to-day channel management, working independently while seeking support when required.
- Use initiative to identify opportunities to improve communications, increase engagement, and solve problems.
- Use communication metrics, colleague feedback, and other available insights to make recommendations that improve content, channels, and engagement.
- Demonstrate curiosity about emerging technologies, including AI, and use approved tools to improve efficiency, creativity and communication effectiveness.

C3: Working with Others

- Build positive and trusted relationships with colleagues across all directorates, becoming a reliable source of internal communications support.
- Work collaboratively with the People team and other stakeholders to support communications that promote wellbeing, recognition, inclusion, and organisational culture.
- Gather stories, content and examples of our values in action from across the organisation, ensuring a range of voices and experiences are represented.
- Work collaboratively with colleagues to deliver campaigns, events, and engagement activities that support organisational priorities.
- Ensure communications are aligned with organisational messaging, values and brand guidelines.

C4: Continuous Improvement

- Monitor communication performance and engagement metrics, using insight to help improve channels, content, and campaign effectiveness.
- Identify opportunities to improve the colleague communications experience through better processes, content, and channels.
- Keep up to date with developments in internal communications, employee engagement, AI, and digital communication tools.
- Take responsibility for personal development and actively seek opportunities to build knowledge and skills.
- Contribute ideas and innovations that help the Marketing and Communications team continuously improve the service it provides across the organisation.

PERSON SPECIFICATION: INTERNAL COMMUNICATIONS AND ENGAGEMENT OFFICER

Criteria Category	Requirements	Essential (E) Desirable (D)	Application (A) Interview (I)
Education and Qualification	Educated to degree level or equivalent experience	E	A
Experience and Knowledge	Experience in internal communications, ideally within a complex, multi-disciplinary organisation.	E	A/I
	Experience supporting the development and delivery of internal communications activity that engages staff and supports organisational objectives.	E	A/I
	Strong writing skills, with experience of translating complex information into clear, accessible content.	E	A/I
	Experience working on multiple communication channels (e.g., intranet, newsletters, face-to-face briefings, events) and improving their effectiveness.	E	A/I
	Experience working with colleagues at different levels across the organisation, including supporting communications involving senior leaders.	E	A/I
	Experience using insight, analytics and staff feedback to measure communication effectiveness.	E	A/I
	Experience working in a health, social care and/or charity setting	D	A/I
	Familiarity with SharePoint, Viva Engage and Microsoft 365.	D	A/I
Skills and Competencies	Strong written and verbal communication skills with the ability to simplify complex information into clear messaging.	E	A/I
	Active listener who can gather information and understand needs.	E	A/I
	Strong prioritisation and planning skills, managing multiple deadlines in a dynamic environment.	E	A/I
	Skilled in using Mailchimp, Canva and adobe creative cloud to design content	D	A/I
	Self-motivated and proactive, with the ability to work independently and know when to seek guidance.	E	A/I
Personal Attributes	Able to keep calm and positive under pressure.	E	A/I
	Ability to meet deadlines and work across multiple projects at the same time.	E	A/I
	Committed to and show a passion for St Christopher's work, aims and values.	E	A/I
	Proactive with a natural desire to learn, improve and seek out new ideas of better ways of working	E	A/I

All employees are required to acknowledge and commit to the following statements:

Training and Development	To fully comply with all compulsory training requirements aligned to the role including requirements under the Mental Health Capacity Act 2005, the Deprivation of Liberty Safeguards (DoLS) and the Care Act (2014). To fully comply with all mandatory training requirements e.g. Health and Safety, Equality and Diversity, Data Protection, Safeguarding and Freedom to Speak Up (whistleblowing). To attend all agreed courses and study days in order to develop knowledge and skills in line with the requirements of the role and the organisation's Training and Development Framework
Education	To support the teaching, training and development of staff and in some cases volunteers, as appropriate, on occasion.
Appraisals	To actively participate in St Christopher's appraisal system process, agree targets and objectives with line managers and report on activity against agreed targets on a regular basis.
Core Competencies	To comply with St Christopher's core competencies, sharing and modelling organisational values and expected behaviours at all times, including professional competencies aligned to professional registration and CQC requirements.
Infection Prevention Control	All staff providing care must fully comply with the NHS National Infection Prevention and Control Manual for England, which is available on the Staff Intranet and all managers of services must ensure that staff are aware of and have access to the guidance
Quality	To make positive contributions to all internal and external quality and/or best practice measures/processes as required. This may include Quality Improvement initiatives.
Policies and Procedures	To comply fully with St. Christopher's policies and procedures and to take responsibility for own actions/inactions.
Fundraising / Income Generation	To fully support and engage with St. Christopher's activities and initiatives that generate income – our charity shops and e-commerce, fundraising, gifts in wills, lottery and other initiatives – and to always champion St Christopher's as a charity in need of and thankful for support.
Our Values	Collaborative Empowering Expert Inclusive Innovative
Employee engagement	To participate in all employee engagement activities including team/ departmental or other staff meetings, as required and to contribute to St. Christopher's annual staff survey.
ID Badge, Staff Photograph and One Page Profile	To agree for a photograph to be taken for the purposes of a Staff Identification badge and also to appear on the Vine (Staff Intranet) To support the organisation's commitment for all staff to have a 'One Page Profile' to share with other staff, via the Vine.
Internal IT Systems	To engage professionally with all relevant IT systems including MyHR, The Vine, SystemOne etc., taking personal responsibility and accountability when accessing and inputting information. To be accountable for own personal learning/training, including knowledge of standard protocols when accessing these systems.
Other Duties/Responsibilities	St Christopher's does not regard job descriptions as being an exhaustive list of all expected duties, responsibilities, behaviours and accountabilities and as such post holders are often required to undertake other duties or participate in other activities which are considered by the organisation to be in line with the job purpose and commensurate with the role.
Equal Opportunities	St Christopher's is committed to equality of opportunity and seeks to eliminate all forms of direct and indirect discrimination. Employees are expected to adhere to the principles, as set out in the Equality and Diversity Policy and all other relevant guidance and frameworks including the Staff Handbook

Core Competencies and Organisational Behaviours

C1	Customer Focus	The ability and willingness to provide a quality service that meets the organisation's charitable objectives and responds to the changing needs of our patients, their families, our clients/service users' and other stakeholders in the most appropriate way. To undertake and deliver the standards of service expected at all times.
C2	Self-Management and Problem Solving	The ability to take responsibility and accountability for tasks and actions (including allocated tasks) with the aptitude to use judgement and initiative (where applicable) anticipating problems and finding solutions in an innovative and creative way ensuring that agreed standards are met and procedures are followed.
C3	Working with Others	The ability to establish and build effective working relationships, working co-operatively with others sharing information, providing support where necessary, building respect and trust in order to achieve individual, departmental and organisational goals. The ability to recognise and respect diversity in respect of colleagues, patients/families and other stakeholders.
C4	Continuous Improvement	A commitment to achieving identified objectives and aspiring to achieve excellence and the highest standards of performance, with a commitment to embracing change. Continuously looking to improve efficiency and develop effective ways of working, taking responsibility to develop the skills and knowledge required to excel in your specialist area.
P1	Professional/Expert Requirements	To ensure you provide a professional and high quality service at all times through regular continuous professional development, requirements associated with links to professional associations e.g. revalidation.
M1	Supervising/Mentoring/Coaching Others – i.e. those people who, have responsibilities to coach, supervise and/or mentor others	To exemplify organisational values and role modelling to actively support the mentoring and supervising of those staff for whom responsibility falls within their remit. For nursing staff this includes adherence to professional body and other external standards.
M2	Line Management - i.e. those people with formal line management responsibility and also those who may be required to take on line management responsibility as part of their role, where there is a particular need e.g. CNSs	To exemplify organisational values and role modelling to support the management and development of all staff for whom responsibility falls within their remit. To ensure all obligations are fully met in relation to the health, safety and well-being of those people and to provide effective and appropriate support.
M3	Corporate Leadership - i.e. those people in senior roles that have responsibility for the strategic and organisational priorities such as the ET, the WLG and the CTT	To act as lead advocates and champions of the organisation's vision, mission, objectives and goals, leading, managing and supervising staff by stimulating motivation, building commitment and ownership and developing emotional resilience in others.