

Senior Internal Communications Lead

Job Description

Position Pay Level: Grade 7

Position Pay SCP: SCP 30

Salary: £43,253 to £48,795, inclusive of Local Weighting Allowance of £1,130 per annum

DBS requirement: Not required

Reports to: Head of Communications

Responsible for: N/A

Number of reports: N/A

Financial Responsibilities: N/A

Main purpose of Job:

The Internal Communications Lead plays a pivotal role in connecting employees to the council's vision, priorities and values through clear, inspiring and inclusive communication. As the sole specialist, the postholder owns the internal communications strategy, working closely with senior leaders, shaping a narrative that builds trust, engagement and a shared sense of purpose across the council. By ensuring every colleague feels informed, valued and heard, this role strengthens the council's culture and helps deliver better outcomes for residents.

Main Accountabilities:

- Own and lead the council's internal communications function to ensure all employees are well-informed, engaged and connected to the organisation's strategic vision, priorities and values.
- Develop and deliver an effective internal communications strategy that supports a strong and positive organisational culture, enhances staff engagement and promotes transparency.
- Act as the council's expert adviser on internal communications to the chief executive, corporate leadership team and other senior leaders, providing professional guidance and direction.
- Create and manage clear, compelling and consistent content; provide editorial leadership by setting editorial policy and standards for all internal content; managing the forward planning schedule; ensuring accessibility, accuracy and brand compliance; and creating or commissioning engaging multimedia content and authentic staff stories that bring the council's values to life.

- Own and govern all internal communication channels (e.g. intranet, newsletters, leadership briefings, vlogs, events Viva Engage, Company Communicator, digital screens), ensuring editorial standards, accessibility and compliance.
- Support major corporate and change initiatives through targeted internal communications that inspire confidence, understanding and participation.
- Work collaboratively with HR, DDaT and the Transformation and the Corporate Leadership Team to ensure internal communications are aligned with organisational goals and reflect the council's values and behaviours.
- Work collaboratively with the wider communications team to ensure a coordinated and consistent approach between internal and external communications where appropriate, supporting the council's reputation, transparency and staff understanding of key priorities.
- Establish and embed effective feedback mechanisms, including staff surveys, focus groups and data analysis, to measure sentiment and evaluate communication effectiveness. Use evidence-based insights to inform strategy and continuously improve engagement approaches. Report regularly to senior leadership on internal communications performance, risks and opportunities.
- Lead the development and delivery of all-staff events in person, online and hybrid.
- Draft and deploy timely internal updates in line with the council's incident/emergency plans (with gold/silver control), ensuring calm, accurate and actionable communications.
- Ensure all internal communications reflect the council's commitment to equality, diversity and inclusion (EDI) and are accessible to all employees, actively supporting and contributing to the work of the Equalities Board to promote inclusive practice, celebrate diversity and embed EDI principles across the organisation.
- Act as a champion for employee voice, wellbeing and staff networks through clear, consistent and impactful internal communication, supporting staff groups and forums to share ideas, celebrate diversity and help create a culture where employees feel seen, heard, valued and empowered.
- Undertake any other duties commensurate with the seniority and responsibility of the post.

Person Specification:

Senior Internal Communications Lead

Area	Description	Essential/ Desirable
Experience	Proven track record of internal communications in a complex or politically sensitive environment, including evidence of implementing internal communication and engagement strategies that deliver measurable results, actionable insights and KPIs.	Essential
Experience	Experience of using internal communication platforms, intranets and content management systems, such as MS365, e-newsletters, intranet, webinars and Company Communicator.	Essential
Skills and abilities	Analytical and data-informed, able to interpret staff feedback, analytics and evaluation data to measure impact, improve communication performance and report findings to senior leadership.	Essential
Skills and abilities	Excellent written and verbal communication skills, with the ability to translate complex information into clear, engaging messages and stories across different formats.	Essential
Skills and abilities	Confident and trusted adviser to senior officers and Members, demonstrating strategic thinking, influencing, negotiation and relationship-building skills at all levels of the organisation.	Essential
Skills and abilities	Strong project management skills, able to prioritise competing deadlines and deliver at pace.	Essential
Skills and abilities	Creative and innovative approach to employee engagement, with the ability to design inclusive and accessible communications using diverse formats to engage all staff groups.	Essential
Knowledge and understanding	Good understanding of the political context of local government, the sensitivities involved and current affairs.	Essential
Knowledge and understanding	Understanding of council structures, decision-making, scrutiny, statutory duties and political sensitivity.	Essential

Area	Description	Essential/ Desirable
Knowledge and understanding	Excellent understanding of employee engagement, best practice in internal communications, and how the role delivers council objectives and supports staff.	Essential
Knowledge and understanding	Knowledge and understanding of reputational risks and ability to develop approaches that minimise or avoid these risks.	Essential
Knowledge and understanding	Understanding of accessibility and equality standards in communications, GDPR and information governance, and legal requirements such as libel, copyright and election guidance.	Essential
Knowledge and understanding	Knowledge of change management principles and how communication supports organisational transformation.	Essential
Qualifications	Educated to degree level or equivalent experience in a relevant discipline, such as Communications, Public Relations, Journalism or Marketing.	Essential