

Internal Communications and Engagement Officer

Candidate information pack

Together we make it possible



We are Affinity Trust.

Affinity Trust is a social care provider and charitable organisation working in England and Scotland. With more than 30 years of experience, we specialise our support to people living with learning disabilities, autism, and other assessed needs.

Since we were established in 1991, we have been steadily growing and expanding our services to ensure that more people can live an active and fulfilling life.

Our organisation is a registered provider with the **Care Quality Commission** in England and the **Care Inspectorate** in Scotland.

We are a registered charity in **England and Wales** and in **Scotland** and operate as a company limited by guarantee registered under the Companies Act of 1985.

Our approach

At Affinity Trust, we are all about possibilities.

The people we work with have goals to achieve and milestones to reach.

We plan, communicate, and deliver with and alongside people, not for or in place of them.

By challenging harmful assumptions and championing positive change, we empower people to live the life they choose.

We build meaningful relationships and make connections in our communities. We are bold, passionate, and creative in exploring different ways of doing things.

At Affinity Trust, it is possible to live your life, your way.

It is possible to feel ambitious and supported. Courageous and reassured. Independent and encouraged.

It's not one or the other.

Together we make it possible.



Together we make it possible

Purpose

Our purpose is supporting people to live their lives, their way.

Our values



People are at the heart of everything we do.

We listen, we learn, we build on strengths



We give our best.

What we do matters. Good days and bad. We take responsibility.



We work together.

We are one team and value people's strengths and differences. We are open and trusting with each other.



We have courage.

We try new things. We are creative and adaptable.

Together we make it possible



Affinity
Trust

Job Title: Internal Communications and Engagement Officer

Reports To: Senior Marketing & External Affairs Manager

Job Purpose

The Internal Communications & Engagement Officer will support the delivery of engaging, accessible internal communications that connect colleagues to Affinity Trust's purpose, values and strategic priorities. Working as part of the Marketing & External Affairs team and reporting to the Senior Marketing & External Affairs Manager, the role will work in close partnership with the Director of People and colleagues across the organisation to create high-quality communications that keep colleagues informed, connected and engaged.

The postholder will contribute to the delivery of the internal communications plan by creating engaging content, managing agreed internal communication channels and supporting campaigns, colleague engagement initiatives and organisational projects. They help ensure communications are clear, inclusive and accessible, while helping to share colleague stories, celebrate successes and promote Affinity Trust's values and culture.

This is a hands-on delivery role suited to someone looking to develop their career in communications. The postholder will work across internal communications, employee engagement, employer branding and digital content, while building effective relationships with teams across Affinity Trust.

Key Responsibilities

Delivery of Communications & Engagement Activity

- Working with the Senior Marketing & External Affairs Manager and Director of People in the development and delivery of the internal communications and engagement strategy, contributing ideas and insight based on colleague feedback, engagement data and business needs.
- Plan and deliver defined pieces of internal communications activity, balancing deadlines, priorities and stakeholder needs.

- Manage the day-to-day delivery of agreed internal communication channels, including the Communications and Engagement App, organisational updates, SharePoint and other relevant business applications.
- Create and coordinate engaging content across a range of formats, including written updates, presentations, surveys, videos, graphics, and campaigns.
- Maintain and enhance the way we use the Communications and Engagement App and the SharePoint intranet to ensure usability and relevance.
- Support the delivery of Affinity Trust's Star Awards recognition scheme in collaboration with the Marketing and People teams.
- Support two-way communications and colleague voice by helping to gather, respond to, and act on feedback.
- Adapt communications to be accessible to all employees, including front line colleagues. Communications need to be varied in approach and appropriate to meet the needs of different audiences.

Employer brand and reputation

- Support the development of employer brand communications by creating and coordinating content and responses, including monitoring and responding to feedback on platforms like Glassdoor and Indeed whilst also improving our reputation on these review platforms.
- Collaborate with the Digital Marketing Officer to ensure consistent brand representation with engaging content reflecting the values and work of Affinity Trust.
- Contribute to social media and digital PR content in collaboration with the Website and Social Media Manager and the Marketing and External Affairs Manager. Have a particular focus on employer brand, company culture and inclusivity and reinforcing internal communications objectives.
- Work closely with the Marketing and External Affairs Manager to ensure alignment between internal and external communications.

Engagement and culture

- Support employee engagement activity, ensuring communication supports a positive, inclusive, and values-driven culture across the whole organisation.
- Work with SLT members and other key stakeholders to understand their department's needs and deliver effective communication to their audiences.
- Work with managers, project leads and senior colleagues to understand divisional needs and ensure communication activity reflects them and even the remotest employees receive relevant and effective communication, feel engaged and listened to.
- Support and promote organisational initiatives that showcase employee voices and celebrate achievements.

Monitoring (analytics) and continuous improvement

- Monitor the effectiveness of internal communications using available data, channel analytics and colleague feedback, identifying opportunities to improve reach, accessibility and engagement.
- Keep up to date with good practice in internal communications and suggest improvements to channels, content and ways of working.
- Contribute to regular updates for senior colleagues on progress, challenges and opportunities in internal communications activity.

Person specification

	Essential	Desirable
Values	Demonstrates organisational values: • People at the heart of everything we do We listen, we learn, we build-on strengths. • We give our best. What we do matters. Good days and bad, we take responsibility. • We work together. We are one team and value people's strengths and differences. We are open and trusting with each other. • We have courage. We try new things. We are creative and adaptive.	
Skills and experience	• Experience in planning, managing, and delivering engaging communications across multiple channels (e.g. Communications and Engagement App, Teams, intranet, newsletters, email, events). • Strong writing, editing, and storytelling skills, with the ability to adapt tone and style to different audiences. • Ability to create clear, engaging and accessible content, such as written updates, presentations, campaign materials, graphics, surveys or video content.	• Experience delivering internal communications and engagement activity in a dispersed or remote workforce • Experience working in the health, social care, or not-for-profit sectors. • Understanding of the social care market, particularly services for people with learning disabilities. • Familiarity with supporting organisational culture change or employee engagement programmes.

	Essential	Desirable
	• Evidence of building employee engagement through communications activity. • Confidence to work effectively across all levels of the organisation. • Strong listener, able to take on board feedback and adapt communications • Creative and innovative thinker with the ability to generate fresh ideas and propose new approaches for engaging colleagues. • Ability to listen to feedback and use insight to improve communication and engagement activity. • Knowledge of internal communication tools and platforms (e.g. Communications and Engagement Apps, SharePoint, email systems). • Understanding of how internal communication can support colleague engagement, inclusion, organisational culture and colleague voice. • A self-starter with the ability to balance strategic priorities with hands-on delivery.	• Skills in design, photography, or video editing to support content creation.
Qualifications	• Evidence of relevant skills, knowledge or experience in communications, marketing, PR, HR, employee engagement or a related area.	• Degree or equivalent experience in communications, HR, PR, marketing, or a related field. • Training or certification in internal communications, employee engagement, or related disciplines (e.g. CIPR, IoIC).
Other	• Willingness to travel nationally to engage with local teams, and stay overnight when required.	