

# **Internal Communications and Engagement Manager**

## 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.

# Internal Communications and Engagement Manager

## Reports to: Director of People

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### Job Purpose

The Communications and Engagement Manager is responsible for delivering high-quality internal communications and engagement activity that connects colleagues to our mission, values, and strategic objectives. Working closely with the Director of People, this role ensures that communication is clear, inclusive, and engaging - whether it's operational updates, policy changes, or stories that celebrate our people and those we support.

The role will support the Director of People in developing and delivering a clear internal communications strategy, providing clarity on the role and content of each communication channel, leading on developing and delivering the content, and ensuring that messages are targeted, accessible, and effective. This includes the full range of communication needs and content, from essential policies and operational updates through to developing the employer brand and inspiring stories that celebrate colleagues' achievements and reflect the voices of the people we support.

The role requires a level of strategic thinking alongside day-to-day hands-on delivery. It is about putting the right structures, tools, and practices in place to enable communication to flow both ways, whilst also being proactive in creating and managing content across multiple platforms. Working closely with the Director of People, key members of the Senior Leadership Team, and colleagues across the People, Operations, Commercial and Quality teams, the Internal Communications Manager will strengthen the organisation's employer brand, build trust among colleagues, and support a positive and inclusive culture.

The postholder will manage channels, create content, coordinate campaigns, and ensure that communication reaches and resonates with all employees - especially those in remote or frontline roles.

### Key Responsibilities

#### Delivery of Communications & Engagement Activity

- Working with the Director of People develop and implement a clear internal communications and engagement strategy that defines the purpose, role, and modus operandi of each channel.
- Ensure the internal communications strategy supports the wider business objectives, company culture, and the employer brand.
- Create content plans for all internal communication channels, ensuring regular and consistent messaging.
- Own and manage day-to-day delivery across all internal channels e.g. Town Halls, newsletters, SharePoint and other business applications.

- Create and coordinate engaging content including presentations, videos, graphics, and campaigns.
- Maintain and enhance the SharePoint intranet to ensure usability and relevance.
- Deliver the Star Awards recognition scheme in collaboration with the People team
- Support two-way communications and colleague voice through feedback tools and dialogue platforms
- Adapt communications to be accessible to all employees, including those without company devices. Communications need to be varied in approach and appropriate to meet the needs of different audiences
- Regularly review and refine the internal communications strategy and activities based on feedback, employee surveys, and business needs.
- Plan and manage the internal communications budget. Ensure effective upward communication, creating tools and opportunities for employees to share feedback and ideas.

### **Employer Brand and Reputation**

- Working with the Director of People develop and deliver the internal communications strategy to build and strengthen the employer brand.
- Be the owner and driver of employer brand communications, including monitoring and responding to feedback on platforms like Glassdoor and Indeed whilst also improving our reputation on these review platforms .
- Collaborate work with the Website and Social Media Manager to ensure consistent brand representation
- 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**

- Lead employee engagement activity, ensuring communication supports a positive, inclusive, and values-driven culture across the whole organisation.
- Work with SLT members to understand their department's needs and deliver effective communication to their audiences.
- Partner with Divisional Directors 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.
- Deliver regular surveys of employee engagement and work with SLT members to deliver actions plans from the findings to improve communication and culture.
- Support and promote organisational initiatives that showcase employee voices and celebrate achievements.

### **Monitoring (Analytics) and Continuous Improvement**

- Monitor communication effectiveness using data and employee feedback to improve reach and engagement.
- Stay up-to-date with best practice in internal communications and introduce new ideas and tools where appropriate.
- Ensure communications are evidence-based and responsive to changing organisational priorities.
- Report regularly to the Director of People and senior colleagues on progress, challenges, and opportunities in internal communications.
- Ensure all activities comply with relevant legislation, guidance, and best practice.

## Person Specification

Factor	Essential	Desirable
<b>Values</b>	<p>Demonstrates organisational values:</p> <ul style="list-style-type: none"> <li>• <b>People at the heart of everything we do</b> We listen, we learn, we build-on strengths.</li> <li>• <b>We give our best.</b> What we do matters. Good days and bad, we take responsibility.</li> <li>• <b>We work together.</b> We are one team and value people's strengths and differences. We are open and trusting with each other.</li> <li>• <b>We have courage.</b></li> <li>• We try new things. We are creative and adaptive.</li> </ul>	
<b>Skills and Experience</b>	<ul style="list-style-type: none"> <li>• Experience delivering internal communications and engagement activity in a dispersed or remote workforce</li> <li>• Proven ability to plan, manage, and deliver engaging communications across multiple channels (e.g. intranet, newsletters, email, events).</li> <li>• Experience of developing and managing an employer brand both internally and externally.</li> <li>• Strong writing, editing, and storytelling skills, with the ability to adapt tone and style to different audiences.</li> <li>• Experience of developing collateral such as presentations, videos, graphics, and campaign materials.</li> <li>• Evidence of building employee engagement through communications activity.</li> <li>• Strong interpersonal and influencing skills, with the ability to work effectively across all levels of the organisation.</li> <li>• Demonstrated strong project management skills, with the ability to manage multiple projects and priorities and deadlines. Balancing both short-term needs and longer-term strategy.</li> <li>• Knowledge of internal communication tools and platforms (e.g. SharePoint, email systems, employee apps).</li> </ul>	<ul style="list-style-type: none"> <li>• Experience working in the health, social care, or not-for-profit sectors.</li> <li>• Understanding of the social care market, particularly services for people with learning disabilities.</li> <li>• Experience in managing reputation on employee review platforms.</li> <li>• Experience working with external communications, PR, or marketing colleagues to align internal and external messaging.</li> <li>• Familiarity with supporting organisational culture change or employee engagement programmes.</li> <li>• Skills in design, photography, or video editing to support content creation.</li> <li>• Experience using analytics to measure the impact of internal communications.</li> <li>• Familiarity with matrix-style management.</li> </ul>



	<ul style="list-style-type: none"> <li>• Experience of devising engagement surveys and developing engagement tools and gathering and acting on feedback from them.</li> <li>• Understanding of accessibility principles and ability to adapt communications to diverse audiences.</li> <li>• A self-starter with the ability to balance strategic leadership with hands-on delivery.</li> </ul>	
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Degree or equivalent experience in communications, HR, PR, marketing, or a related field.</li> <li>• Evidence of ongoing professional development in communications.</li> </ul>	<ul style="list-style-type: none"> <li>• Training or certification in internal communications, employee engagement, or related disciplines (e.g. CIPR, IoIC).</li> <li>• Training in equality, diversity, inclusion, or accessible communications.</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• Values-driven, with a commitment to improving the lives of people with learning disabilities.</li> <li>• Collaborative and approachable, with a natural ability to build trust and positive relationships.</li> <li>• Excellent communicator, able to engage and inspire diverse audiences.</li> <li>• Creative and innovative thinker with the ability to generate fresh ideas and propose new approaches for engaging colleagues.</li> <li>• Strong listener, able to take on board feedback and adapt communications accordingly.</li> <li>• Organised and with strong attention to detail, ensuring quality, accuracy and consistency in all communications.</li> <li>• Resilient and adaptable, able to manage competing priorities.</li> <li>• Confident yet empathetic communicator, capable of representing both leadership perspectives and employee voices.</li> <li>• High level of integrity, discretion, and professionalism in handling sensitive issues.</li> <li>• Full UK driving licence and willingness to travel nationally to engage with local teams, and stay overnight when required.</li> </ul>	<ul style="list-style-type: none"> <li>• Passionate about building positive workplace cultures and employer brands.</li> <li>• Politically and socially aware, with the ability to spot emerging issues and opportunities.</li> </ul>

# Next steps

## Are you ready to join us?

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### Salary and Benefits

The salary for this role is £38,000 pro rata, and we are offering it on a full-time basis.

31 days annual leave pro-rata (including bank holidays), which we increase the longer you are with us.

- **Hybrid working** - We recognise that offering our employees the flexibility to work two days in the office and three days from home not only enhances productivity and sparks creativity but also cultivates stronger collaboration through a blend of in-person and remote interactions.
- **Stream** – an app that gives you access to a percentage of your pay as you earn it, access to coaching, vouchers, discounts, cashback and more.
- **Blue light card** – we will reimburse your Blue Light Card membership which provides discounts in your favourite shops and restaurants.
- **Simply Health** - Fully funded health cash plans giving you access to a 24-hour GP, money back on prescriptions, dental treatment, opticians and access to many more health benefits.
- **Buy and sell annual leave** – transfer windows open twice a year.
- **Pension and Life Assurance** - you'll be enrolled into our Scottish Widows pension scheme and Life Assurance scheme.



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**Affinity**  
Trust