Internal Communications Manager Job Profile

About the HCPC

The Health and Care Professions Council (HCPC) is the statutory regulator of 16 different health and care professions. We were set up to protect the public and we do this by keeping a Register of health and care professionals who meet our standards for their training, professional skills and behaviour.

The HCPC employs around 220 employees, in a variety of departments – see /www.hcpc-uk.org/aboutus/recruitment/peopleathcpc/ for further information.

About the Communications Department

The Communications Department develops and implements the HCPC’s communications strategy and work plan. This includes the following core activities:

Internal communications: responsible for communicating information internally throughout the organisation. This includes the intranet, newsletter and events;

Events: responsible for organising a range of HCPC events, conference participation, external exhibitions and employee events;

Media and campaigns: responsible for managing all contact with the media and running campaigns to help raise awareness of our role in public protection;

Publishing: responsible for overseeing production of all HCPC publications (annual reports, brochures etc.), HCPC In Focus (newsletter) and our visual identity;

Public affairs and stakeholders: responsible for developing and co-ordinating communications with a range of key stakeholders and opinion formers, for example parliamentarians, employers, consumer organisations and professional bodies;

Web and digital: responsible for maintaining and developing the HCPC’s web and online presence including the HCPC’s websites (e.g. website, employee intranet and the worldwide health regulation website) and You Tube channel.
The Communications Department is currently made up of fourteen members:

- Director of Communications
- PA to Director of Communications
- 5 Communication Managers
- 6 Communication Officers
- Events Administrator

**Vacancy – Internal Communications Manager (Maternity Cover, fixed term contract)**

We are currently recruiting for an Internal Communications Manager to join our Communications Department as maternity cover, on a fixed term contract basis. We are looking for a person to lead the delivery of the internal communications strategy, acting as a point of contact for all internal communications activities. In addition to the main tasks listed, key pieces of work will include working collaboratively with the Web and Digital team on overall intranet development, leading on the content planning and development for the new SharePoint intranet and with the HR Department on supporting Managers’ communications including leading the development of a team brief and cascade mechanism.
Application & Selection Process

Applicants for the post must complete the HCPC application form in full.

Please note: any CVs submitted will not be seen by the panel.

Applicants for the role will be shortlisted by a panel during w/c 4 May 2015.

Successful candidates will be invited for an interview on Thursday 21 May 2015.

Where possible, please try to ensure your availability on the interview date, as it may not be possible for the panel to see you at another time.

Completed applications should be sent to: recruitment@hcpc-uk.org

Alternatively they can be posted to: Human Resources
HCPC
Park House
184 Kennington Park Road
London
SE11 4BU

Enquiries should be directed to: HR - 020 78409165

The closing date for applications is at midnight, 6 May 2015.
Job Description – Internal Communications Manager

Department: Communications
Reports To: Director of Communications
Salary Band: Band C

Main Purpose of Job

- To manage and develop the internal communications function, working closely with the Director of Communications and the communications and human resources teams as well as other professional officers across the organisation.

Position in Organisation

- Liaises with employees at all levels in the organisation

Scope of Job

- Works across the organisation to deliver internal communications activities which support the broader work of the HCPC

Dimensions and Limits of Authority

- Able to assist, and provide support for, all employees in the organisation

- Able to assist the Director of Communications and Director of Human Resources in relation to all aspects of the internal communications function

- Can authorise expenditure up to £1,000 in relation to the fulfilment of internal communications activities as set out in the annual workplan and budget.
Skills, Knowledge and Abilities

Essential

- Educated to degree level standard or equivalent
- In depth experience and knowledge of managing internal communications activities within a charity, public sector organisation, regulatory environment or health field
- Experience of developing and implementing internal communications strategies and measuring their effectiveness
- Experience of advising senior managers and employees on internal communications activities, communicating complex information in an accessible and engaging way
- Experience with and knowledge of internal communication channels including, but not limited to, newsletters, briefing systems, events and digital
- Proven experience of writing copy for a variety of audiences across a range of media, including print and digital
- Excellent oral and written communications skills, including the ability to communicate and engage professionally with all stakeholders
- Demonstrated ability as an effective team player with the ability to contribute to team discussion and contribute to the ongoing development of the department
- The ability to follow processes and procedures, including the ability to seek advice where appropriate
- Ability to exercise initiative with minimum supervision and experience of effectively handling a number of tasks at once
- Sound working knowledge of window based software packages, content management systems for digital channels and social networking tools for internal communications.

Duties and Key Responsibilities

Your principal duties and key responsibilities will be those set out below. In addition to those duties, the HCPC reserves the right to require you to undertake additional or other duties within your capacity as may from time to time be reasonably required and necessary to meet the needs of the HCPC.

- To lead the organisation’s internal communications activities, working with the Director of Communications to develop an internal
communications strategy that meets organisational objectives and aligns with external messages.

- To act as a point of contact on the management of internal communications, providing advice and guidance on the full range of existing internal communications channels and developing new activities as appropriate

- To work closely with the Director of Human Resources to deliver internal communications activities which encourage and support employee involvement and engagement

- To proactively engage with departments and working groups across the organisation and the HCPC’s internal communications network, The Chain, providing advice on internal communications activities and sourcing news for publication

- To be responsible for writing and publishing content across the range of internal communications channels

- To work with the publishing and digital teams on the production and development of the employee newsletter, sourcing and writing content which is relevant, accurate and engaging

- To work with the events team on all employee events, sourcing content and ensuring it is relevant, accurate and engaging

- To manage HCPC’s team briefing mechanism, ensuring Managers are trained and supported and that relevant news items are uploaded to the intranet.

- Ensure all internal communications activities are fully evaluated, support the overall communications strategy and reflect the key messages of HCPC.

**Other**

- Write, submit and present papers to Committees and Council as required.

- To contribute to the ongoing development of departmental processes as required

- To support the Communications Department in the delivery of projects and activities where appropriate in relation to the fulfilment of the Communications Strategy and the organisation’s business need

- The post will involve some travelling and working outside of normal office hours attending meetings and events.
To carry out the responsibilities of the post with due regard to the HCPC's Diversity Policy and to treat colleagues and other HCPC stakeholders with respect and dignity at all times.