

## Senior Internal Communications Officer – Services – Job Pack

**Job title:** Senior Internal Communications Officer - Services

**Department:** Organisational Development

**Reporting to:** Head of Internal Communications

**Salary:** £39,543

**Hours:** 35 per week

**Location:** London

**Contract type:** Permanent

### Aim and influence

- Support Crisis' service development programme and the transition to a new way of working within the Client Services directorate.
- Support the development and delivery of an internal communications strategy, creating an integrated communications approach for Crisis staff with a specific focus on engaging with teams in Crisis' Client Services directorate.
- Work in partnership with other members of the Internal Communications team to create timely and relevant two-way communications between Client Services teams and the wider organisation.
- Support colleagues from Crisis' Client Services teams to deliver key internal communications in a planned and effective way.
- Act as a stakeholder in the project management of Crisis' annual all staff conference with a focus on ensuring that content represents and celebrates the work of Crisis' Client Services teams.

### Financial and supervisory responsibility

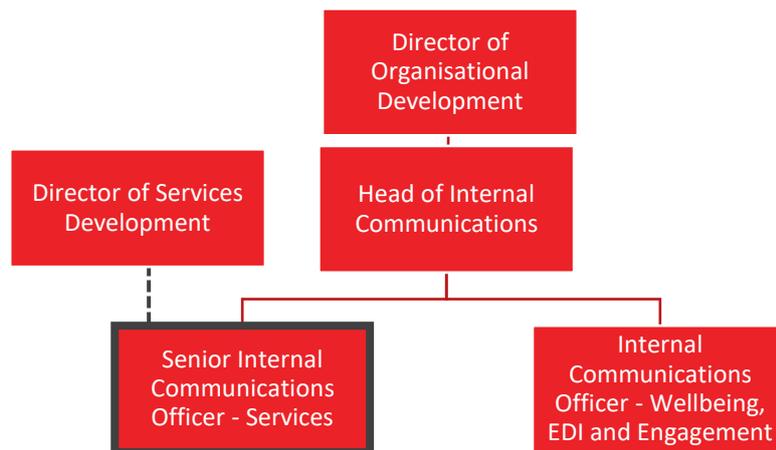
- Some delegated budget responsibility.

### Other key details

- This role will be based at Crisis' London head office but with a requirement to travel to Skylight locations as required throughout the year.
- Up to four days working from home may be considered in line with Crisis' Homeworking policy.

### Organisational chart

## Senior Internal Communications Officer – Services – Job Pack



*Please note structure is subject to change*

### Job responsibilities

- Support Crisis' Director of Services Development in delivering Crisis' service development programme.
- Lead the communication and engagement activities for the service development programme; working with teams who are based throughout the UK in a range of different roles.
- As the internal communications lead, work alongside other key stakeholders as part of the service development programme board to ensure effective delivery of the programme.
- Support the development and implementation of an internal communications strategy, with a specific focus on engaging with teams in Crisis' Client Services directorate.
- Develop internal communication plans and key messages in order to meet specific communication and engagement objectives.
- Measure, track and evaluate internal communications activities, using evidence to build on and improve the internal communications strategy.

### Staff engagement

- Working with the wider Organisational Development team, support the rollout of Crisis' annual staff survey with a focus on engaging with teams in Crisis' Client Services directorate.
- Act as a stakeholder in the planning and delivery of Crisis' annual all staff conference, making sure that content represents and celebrates the work of Crisis' Client Services teams.
- Work with the Client Services leadership team to create a culture of two-way communications across Crisis, making sure that staff feel listened to and valued.
- Build positive working relationships across the organisation to support staff engagement and a culture of openness and inclusion.

### Internal communication channels

## Senior Internal Communications Officer – Services – Job Pack

- Partner with champions across Crisis' Client Services directorate to make sure that information on Crisis' intranet site is up-to-date, relevant and engaging.
- Co-manage a team mailbox for ad hoc internal communications queries and requests for support.
- Advise and support Client Services colleagues to share relevant and engaging content in line with the internal communications strategy.

### Training

- Support the review and re-development of guidance and best practice for Crisis' internal communications channels, with a focus on meeting the needs of Crisis' Client Services teams.
- Act as an ambassador for the Crisis brand and tone of voice, advising staff on their use and best practice.

### General responsibilities

- Actively encourage and support member involvement within Crisis.
- Develop an understanding of homelessness and Crisis' aims.
- Play an active role in supporting Crisis' wellbeing and diversity initiatives.
- Follow Crisis policies and procedures, including health and safety and data protection.
- Carry out other reasonable duties that may be required.

### Person Specification

#### Essential

- 1 Experience of delivering successful communications and engagement strategies to support large scale projects or programmes.
- 2 Experience of delivering change communications.
- 3 Experience of working as part of a project or programme board.
- 4 Experience of effective stakeholder management.
- 5 Experience or understanding of co-producing content.
- 6 Experience of measuring the impact of communications and engagement activity, identifying learning and using it to improve.
- 7 Experience and confidence in providing advice and guidance to senior leaders on communications and engagement matters to influence decision making.
- 8 Experience of working with dispersed teams, each with differing needs, working patterns and learning styles.
- 9 Excellent writing and editing skills with the ability to communicate complex information in an accessible, jargon free format.
- 10 Excellent attention to detail and accuracy.

## Senior Internal Communications Officer – Services – Job Pack

- 11 Strong interpersonal skills – able to work at all levels within an organisation, to advise and influence.
- 12 Highly organised, with ability to plan, prioritise work and meet strict and competing deadlines.
- 13 An effective listener with the ability to interpret information with discretion and understanding.
- 14 Commitment to Crisis’s purpose and values including equality and inclusion.

### Desirable

- 1 Experience of working in the homelessness sector.
- 2 Experience of working with people who have lived experience of homelessness.
- 3 Experience of co-producing content with people who have lived experience of homelessness.
- 4 Knowledge and experience working with intranet systems for multi-site organisations.
- 5 Proficient in the use of Microsoft Office 365 online collaboration tools including SharePoint, Yammer, Forms and Stream.

*We encourage applications from all sections of the community and particularly from people who have lived experience of homelessness.*

## Supporting your application

Thank you for your interest in working for Crisis.

Before you apply, please take a moment to read through the frequently asked questions below which are designed to support your application and help you understand our recruitment processes.

[How do I apply for a job?](#)

## Senior Internal Communications Officer – Services – Job Pack

Most of our roles are advertised via *Crisis Jobs Online*, a secure recruitment portal. Once you have registered, you will be asked to provide some personal details as well as information about your work experience, education and referees who can be contacted if you are offered the role. You will also be required to complete a personal statement, demonstrating how you meet each of the points on the person specification for the job.

### The person specification requires a qualification or experience that I do not have. Is it still worth me applying?

The person specification has the key knowledge, skills, experience or behaviours needed to carry out the job successfully and you will be scored based on any information you provide. If you don't quite meet the criteria, for example if you have an understanding of something rather than experience of doing it yourself, you may still pick up points for explaining your understanding or how you might approach it. However, some of the person specification points, for example specific qualifications, are critical to the role so if you don't meet those requirements, you are unlikely to be shortlisted.

### Can I apply by sending my CV?

Occasionally we accept CVs and a covering letter but only if this requested in the advert for the post. We don't accept speculative applications or hold CVs on file.

### What should I do if I can't complete an online application?

If you would like to apply in a different format, for example in a Word document, because you are unable to use the online process, please contact the HR Team on 020 7426 3814 / 3819 / 3864 or by email at [human.resources@crisis.org.uk](mailto:human.resources@crisis.org.uk). It is helpful if you provide details of your requirements or suggestions about how we might best support you to apply so that we're able to consider alternatives.

### How can I maximise my chance of being shortlisted?

It is important that you complete all sections of the online application form to ensure that the recruiting panel understand your interests, skills, behaviours, knowledge and experience.

Shortlisting is mostly based on the information you provide in the **personal statement** section. When completing this, please reference **each of the points listed in the job description** in the order in which they appear. There will be 15 boxes, so if there are less than 15 points, you won't need to use all the boxes.

## Senior Internal Communications Officer – Services – Job Pack

Support your statements with specific examples that show how you meet each of the person specification points. You may wish to use the **STAR approach**:

### S or T – Situation or task

Describe the situation or the task that you had to complete. It could be something from your previous employment or personal experience – just make sure it's relevant. Given enough detail for the person shortlisting to understand what was involved

### A – Action

Describe the action you personally took to resolve the situation or task. Explain the process/steps you took. Even if you are describing a group project, describe what you did rather than what the team did as a whole

### R – Result

This is the crucial part of the answer. Explain how your actions resulted in a successful outcome. Talk about what you achieved, the benefits and what you learned.

A strong application will also be in line with the **Crisis Values** that you can find on our website.

**Please note!** If you don't provide full responses against all the person specification points, the panel won't be able to score your application fully and it will be unlikely there is enough information for you to be shortlisted.

### How quickly will I know if I have been shortlisted?

Every recruitment campaign will be different depending on how quickly the shortlisting panel can review applications but if you have not been shortlisted, you will receive an email from us confirming that.

### If I am not shortlisted, can I get feedback on my application?

Unfortunately, we are not able to offer feedback on your application if you are not shortlisted for interview.

### Can I get feedback after my interview?

We appreciate that information about where you did well or less well can be useful, so if you are not successful following interview we are able to provide feedback.

### Will you notify me of future vacancies?

## Senior Internal Communications Officer – Services – Job Pack

Once you have registered via Crisis Jobs Online, you can sign up to receive notifications of new vacancies based on the criteria you select. We also recommend that you check our website regularly for details of new vacancies as well as the national and sector media where we advertise most of our roles.

**I recently applied for a role and was not successful, but have seen the role re-advertised. Is it worth me applying again?**

If the gap between advertising has been short, we would normally advise that candidates need not apply again, unless you have re-written and enhanced your application. Some examples might be that you have strengthened your examples using the STAR technique above or put in responses against all the person specification points where previously you hadn't.

## Crisis Jobs Online

**I would like to re-apply for a vacancy but I cannot submit my application. What should I do?**

If a role has been re-advertised, you will need to create a new account with a different email address to re-apply. Where the position has been re-advertised with a different reference number then you shouldn't have any problems using your existing account.

**I have registered to apply for a vacancy but now I'm unable to access my account and can't seem to reset my password. How can I get access?**

You should follow this [link](#) to reset your password and allow 15 - 20 minutes for a new password to arrive. We find that emails can go to junk or clutter folders so it's worth checking there. As Crisis Jobs Online is managed by an external provider we are unable to access the email addresses registered or provide further information on your password, but following this step should resolve the issue.

If you did not receive a welcome email when you registered, there may have been an error in the email address that you provided. Unfortunately, there is no way to resolve this and you would need to re-register with the correct address.

**I have typed my personal statement answers into the online form, but it won't let me save them. What should I do?**

There is a word limit of 400 per answer so it could be that you have exceeded the limit and that is what is preventing you from saving your work.

**I filled in the personal statement section and tried to save it/submit it. However, it wouldn't do this and my information was lost. Is there any way to retrieve it?**

You are encouraged to record your answers in a Word document first before copying and pasting your answers into the online application form, using the keyboard shortcuts Ctrl + C to copy and Ctrl

## Senior Internal Communications Officer – Services – Job Pack

+ V to paste. The application form has a strict time out limit and so if you take longer than that limit you will lose your work and we are unfortunately not able to retrieve it.

### Where can I get help?

If your query has not been answered above, you can contact the HR Team on 020 7426 3814 / 3819 / 3864 or by email at [human.resources@crisis.org.uk](mailto:human.resources@crisis.org.uk) for further information or support.