

Internal Communications and Engagement Officer Job description

Together we are help and hope for everyone living with dementia



Who we are

Dementia is the UK's biggest killer. One in three people born in the UK today will develop dementia in their lifetime.

At Alzheimer's Society, we're the UK's leading dementia charity and the only one to tackle all aspects of dementia by giving help and hope to people living with dementia today and in the future. We give vital support to people facing the most frightening times of their lives, while also funding groundbreaking research and campaigning to make dementia the priority it should be.

Together with our supporters, we're working towards a world where dementia no longer devastates lives.

Our values

Our values tell everyone who we are as an organisation.

Our values make sure that our focus is clear for the challenges and opportunities ahead and remind us of what we all stand for.

Our values are evident in everything we do, how we do it and how we work together.

These are not just words on a wall, we live these every day in all our work. We are determined to make a difference when and where it matters most, by being passionate, focussed and making a lasting impact for people affected by dementia.



Determined to make a difference

We're passionate, we're focused and we make a lasting impact for everyone living with dementia.



Trusted expert

We're listening, we're learning and we use experience and evidence.



Better together

We're open, we combine our strengths and we achieve more together.



Compassionate

We're kind, we're honest and we don't shy away from challenges.

Through our values we will make the greatest difference for people affected by dementia. Whether you are someone living with dementia, a family member or carer, a supporter, a donor, a colleague from another organisation, an employee or a volunteer, these four values will shape your experience with Alzheimer's Society.

Internal Communications and Engagement Officer

Position in the organisation

Reports to the Internal Communications and Engagement Manager – Campaigns and Events

Member of our Internal Communications and Engagement team

Part of our People Directorate

This role does not have any direct reports

The People Directorate helps create an environment where our employees and volunteers can do their best work. We want people to feel welcomed, supported and connected, with opportunities to develop, grow and make a meaningful contribution to our mission.

Our ambition is to create a workplace where everyone feels included, valued and able to contribute. We want colleagues and volunteers to understand how their work connects to Alzheimer's Society's priorities and the support we provide to people affected by dementia, particularly during some of the most challenging times in their lives.

Purpose of this role

As Internal Communications and Engagement Officer, you will help deliver internal communications and engagement activity that keeps employees and volunteers informed, connected and engaged with Alzheimer's Society's strategy, priorities and purpose.

Working as part of the Internal Communications and Engagement team, you will create engaging content, support communication and engagement plans, manage internal communication channels and help deliver campaigns, events and other activities. You will work with colleagues across the Society to make sure our communications are clear, accessible and relevant to different audiences, while creating opportunities for people to share their views, give feedback and get involved.

This role brings together communication, storytelling, stakeholder support and channel management. You will help turn our priorities into clear and engaging communications that bring our strategy to life and help colleagues understand the contribution they make to our work and the people we support.

Key accountabilities and responsibilities

Communication, content and channel delivery

- Support the development and delivery of internal communication and engagement plans and activity that aligns with our organisational priorities.
- Create and publish content across a range of internal communication channels including our intranet, newsletters, online briefings, events and Viva Engage.
- Develop communications that are clear, inclusive and tailored to the needs of different audiences, including employees and volunteers.
- Help ensure communication activity is coordinated, planned and supports agreed organisational objectives.
- Identify and share stories, updates and examples that help colleagues understand organisational priorities and celebrate impact.
- Support the planning and delivery of internal events, including conferences and online briefings, through content, coordination and engagement activity.

Stakeholder support and communication planning

- Work with key stakeholders across the Society to understand communication and engagement needs and objectives.
- Provide day-to-day advice and support on communication channels, approaches and good practice.
- Build positive working relationships with stakeholders across teams and directorates.
- Support managers, project leads and subject matter experts to communicate effectively and inclusively with employees and volunteers.
- Work collaboratively to identify opportunities to improve communication and engagement.

Engagement, insight and continuous improvement

- Gather and use feedback, insight and data to understand audience needs and improve communication approaches.
- Help evaluate communication and engagement activity and share learnings and recommendations with stakeholders.
- Support engagement activity that encourages participation, feedback, discussion, two-way communication and listening.
- Contribute to continuous improvement within the Internal Communications and Engagement team, including ideas for improving channel effectiveness and audience experience.

We are looking for someone who can...

- Adhere to all the Society's service standards, policies and procedures.
- Comply with the data protection regulations, ensuring that information on clients remains confidential.
- Be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- Work in a manner that facilitates inclusion, particularly of people with dementia.
- Organise and manage own work to ensure it is accurate, high quality and delivered within agreed deadlines and reporting requirements.
- Work to embed a culture of inclusion and collaboration, within and beyond the Society.
- Be responsible for individual wellbeing, with the support of your manager.
- To be inclusive and respectful of the experiences and knowledge of all volunteers, employees and people affected by dementia.

Person specification and selection criteria

Skills & knowledge	Application (A) or Interview (I)
Experience of tailoring communications to engage different audiences at different levels, using a range of channels, including face-to-face and virtual formats.	A/I
Experience of supporting communication or engagement activity for projects, campaigns or organisation-wide initiatives.	A/I

Good written and verbal communication skills, with the ability to create clear, accurate, accessible and audience-focused content.	A/I
Experience of creating, editing and publishing content across digital communication channels, such as an intranet, newsletter tool or online engagement platform.	A/I
Comfortable using content management systems and digital tools, with the ability to learn new systems and support others to use them effectively.	A/I
Able to support the development and delivery of communication plans, including identifying audiences, channels, messages and timings.	A/I
Able to use feedback, insight and basic measures to understand whether communications have landed and identify improvements for future activity.	A/I
Good understanding of inclusive and accessible communication, including the need to tailor content for different audiences, including employees and volunteers.	A/I
Able to identify and share employee and volunteer stories that help people understand organisational priorities and the impact of their work.	A/I

Competencies & personal attributes	Application (A) or interview (I)
Collaborative and able to build positive working relationships with colleagues and stakeholders across different teams and directorates.	A/I
Able to manage own workload, prioritise tasks and meet agreed deadlines while maintaining good attention to detail, quality and accuracy.	A/I
Curious and open to learning, feedback and improving ways of working.	A/I
Organised and able to balance channel delivery, stakeholder requests and project activity, keeping work planned, coordinated and on track.	A/I
Able to work inclusively and respectfully with employees, volunteers and people affected by dementia.	A/I
Confident asking questions, offering advice and constructively challenging when needed to support effective communication.	A/I
Flexible and able to respond positively to changing priorities in a busy team environment.	A/I
Willing to share knowledge, ideas and good practice with colleagues.	A/I

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Criminal Record Check

This post may be subject to a satisfactory Criminal Records Check, from either the Disclosure and Barring Service (England & Wales), Disclosure Scotland Check (Scotland) or AccessNI (Northern Ireland). Please select the level of Check required for this role:

Basic ☒

Enhanced ☐

Not Applicable ☐

Candidates - If you require further information regarding Criminal Records Check, then please contact: **careers@alzheimers.org.uk**

Hiring Managers - If you require further information regarding Criminal Records Check for this role, then please contact: **Employeesupport@alzheimers.org.uk**

Our benefits



Financial Security

- Group Personal Pension Plan with Scottish Widows – with up to 8% employer contribution rate
- Life Assurance Scheme – two times your annual salary
- Society Plus and Smart Spending App – giving you unbeatable savings at hundreds of retailers



Health & Wellbeing

- Health Cash Plan
- 24/7 Employee Assistance Programme including online and face to face counselling
- Discounted gym membership with Society Plus
- Lived Experience Networks
- Mental health app and unlimited therapy



Personal Development

- Apprenticeships
- Women in Leadership development programme
- Leadership development programme
- Financial support towards relevant professional qualifications



Family & Dependants

- Enhanced family leave – 16 weeks paid for all parents
- Paid time off work for fertility treatments for both partners
- Paid carers leave
- Paid dependants leave
- Paid compassionate and bereavement leave
- Paid time off work to support those transitioning



Recognition

- Annual people awards
- Long service awards
- Thank you eCards
- Values Hero and Society Legend Awards



Work Life Balance

- Annual leave of 27 days increasing to 30, plus bank holidays
- Career breaks of up to 3 months
- Flexible working
- Wellbeing leave