
JOB DESCRIPTION

Job Title: Internal Communications Manager

Grade: D

Department: Group Brand and Marketing

Main purpose of job

You will be responsible for creating, implementing and overseeing our internal communications programme in the UK, across CAF and CAF Bank. This role involves coordinating all internal communication activities to ensure that employees are informed, engaged, and aligned with the company's strategy, goals and values. You will manage the day-to-day operations of the internal communications plan, meeting OKRs, deadlines and budget requirements.

Responsible to: Group Head of Internal Communications

Budgetary responsibilities: None

Responsible for: No direct reports

Key Job Responsibilities

- **Develop and Execute Communication Strategies:** Create comprehensive internal communication plans that support the One CAF Strategic Plan objectives, engage employees, and foster positive workforce engagement.
- **Content Creation:** Generate high-quality content for various internal communication channels, including newsletters, emails, video content, intranet updates, and internal social media platforms.
- **Stakeholder Management:** Collaborate with senior leadership and other departments to align communication efforts and ensure consistent messaging across all internal channels.
- **Employee Engagement:** Develop initiatives to improve employee engagement, morale, and retention through effective and targeted internal communication strategies
- **Event Coordination:** Plan and manage internal events, such as town halls, employee recognition programmes, team-building activities and all-hands meetings.
- **Measurement and Evaluation:** Monitor and assess the effectiveness of communication strategies and campaigns using relevant metrics, analytics, and employee feedback to continuously improve engagement.
- **Crisis Communication:** Support Group Head of Internal Communications to manage internal communication during crises and significant organisational changes, ensuring timely, transparent and appropriate information sharing.

- **Collaboration and communication**

- Work with brand, design, digital, external affairs and research colleagues across the Group Brand and Marketing Division to plan and deliver internal communication activity.
- Collaborate with colleagues in CAF UK and CAF Bank teams to identify and implement strategic internal communications opportunities and ensure effective divisional delivery.
- Work to quality and brand standards, ensuring messaging and content are consistent with legal and regulatory guidelines and maintain organisational voice and tone.

CAF Values and Behavioural Indicators

The CAF Values and Behavioural Indicators set out in a transparent and consistent manner the explanation of the performance expectations of all CAF People. Through the use of common language and common standard, they combine a set of behaviours with the required technical skills and knowledge needed to effectively perform in any given role in CAF. These are used for the assessment, management and development of performance of all our people across CAF

Please refer to the link: [CAF values and indicative behaviours](#) for the CAF Values and Behavioural Indicators.

Date: 23/05/2025

PERSON SPECIFICATION

Job title: Internal Communications Manager

Attributes	Essential ✓	Desirable ✓	How Evidenced ⁺
Experience Significant internal communications or marketing communications experience with demonstrable managerial level experience Proven record of delivering successful internal communication strategies and employee engagement initiatives Digital content creation including copywriting and editing, video production, management of intranet platforms and internal communication channels Development and management of employee engagement programmes and internal events Reporting and analysis of internal communication KPIs and employee engagement metrics Identifying and using insight to drive internal communications activity and improve employee engagement Management of creative agencies and production suppliers Experience of managing internal social media platforms Understanding of P&L, Strategic Plan, People Plan, Governance, Divisional Structure Understanding internal communications principles Experience of crisis and change communications for internal audiences	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓	✓	A/C
Qualifications Degree CIM / Post Graduate Diploma or equivalent		✓ ✓	A/C
Specialist Skills/ Ability/Knowledge Working knowledge of internal communication best practices and employee engagement principles Proven experience of utilising CMS / Intranet technologies Excellent understanding of employee engagement measurement and analytics Good understanding of digital communication platforms and internal social networks	✓ ✓ ✓ ✓		A/C
Communication Excellent interpersonal skills with ability to communicate in writing and verbally to all levels of the organisation, including senior leaders Proven ability to translate complex organisational information into clear, engaging employee communications Proven coaching and influencing skills to successfully instruct teams on use of systems, best practice and to drive ongoing improvement Confident presentation skills to facilitate employee meetings, town halls and training sessions	✓ ✓ ✓ ✓		C/T

Personal Qualities High attention to detail and commitment to quality in all communications Creative, resourceful, detail-orientated and highly organised Strong aptitude for writing, editing and content production for diverse internal audiences Energy and enthusiasm Able to prioritise multiple deliverables Calm under pressure Able to deputise for Head of IC when required.	✓ ✓ ✓ ✓ ✓ ✓		C
Special Conditions			None
Prior to Appointment All posts: <ul style="list-style-type: none"> • Credit Check • Sanctions Check • Basic DBS Check • Employment References • Medical Clearance • Right to Work in the UK FCA Approved Posts: <ul style="list-style-type: none"> • Standard DBS Check 	✓ ✓ ✓ ✓ ✓ ✓ ✓		R/E

✓ Tick either the Essential or Desirable column as appropriate for each attribute

† Insert the code from the key below for how you intend to assess this requirement e.g. at interview, via references etc.

Key

R = References, E = Evidence/Certificates, A = Application, C = Competency Interview, T = Testing/Assessment