Role	**Internal Communications and Engagement Lead**	**Location**	Remote (UK-wide role)
Accountable for	Internal Communications Advisors x 2 Internal Channel and Content Designer	**Accountable to**	Associate Director, People Experience
Core Anchor Level	Ensure	**Travel**	Regular travel is required in this role, with occasional overnight stays.
DBS check	Not required	**Salary | Grade**	£55,000 per annum (inner London weighting £3,950 per annum/pro rata or outer London weighting £2,457 per annum/pro rata may be applied in accordance with where you live) |E2
Contract Type	Full-time, permanent	**Hours**	35 hours

Overall purpose and impact
Our Internal Communications and Engagement Lead sets the direction for how we communicate and connect across the charity, and leads the team responsible for making that happen. You'll make sure that our people understand where we are going, why it matters, and how their work contributes to tackling the devastation of stroke. You'll focus on how we help our people make sense of what is happening and changing, create honest dialogue, and build the communication habits, relationships and capability we need in a UK-wide remote organisation. You'll shape how leaders and teams communicate and engage, particularly when situations are complex, sensitive or ambiguous, rather than communication simply being something the Internal Communications team does for them. Your practice will be informed by the psychology of work and organisational behaviour, while being grounded in the lived experience of our people and the work they need to do. You'll make sure internal communications and engagement activity is planned, clear, inclusive and useful. You'll decide where the team's expertise and capacity can add most value, set priorities and make trade-offs, and create the conditions for the team to do its best work. You'll also make sure internal communications works as part of the wider organisational system, with the team's work and decisions connected to the right teams, spaces and systems across the charity.

Responsibilities	Measured through delivery of
Set and hold the internal communications and engagement strategy, making sure it supports the Stroke Association's priorities, our People Directorate ambitions, and the needs of staff and volunteers.	A clear strategy and plan that helps internal communications, people experience, people practice and people development work in a joined-up way.
Lead and coach the Internal Communications team, creating the conditions for good judgement, shared learning, clear priorities, sustainable workloads and agreed ways of working.	A well-supported team with clear roles, shared standards, sustainable priorities and agreed boundaries for what the team leads, co-designs, advises, enables and evaluates.
Act as the primary internal communications partner to the CEO, Executive Leadership Team and Associate Directors, supporting them to communicate strategy, decisions and change in ways that build understanding, trust and accountability.	Leadership communication helps people understand our priorities, decisions and change, with opportunities for meaningful dialogue as needed.
Establish clear routes for prioritisation, decision-making and governance, making sure the team's expertise and capacity are focused on the work that will create the greatest value for staff, volunteers and the charity.	Communication priorities balance organisational need, audience capacity and team resources, reducing overload and supporting understanding.
Ensure we have a clear internal channel and content approach, including the future intranet, so colleagues can find reliable information, use communication tools well and take part in organisational conversations.	Colleagues can find and trust the information they need on Internal Comms channels.
Build communication and engagement capability across the charity, helping leaders, managers and teams take greater ownership of effective communication, dialogue and engagement.	Leaders and teams communicate with confidence, taking greater ownership for connecting people to strategy, decisions and change.
Provide strategic oversight and coordination of internal communications during significant organisational incidents, sensitive issues and periods of uncertainty, ensuring communication is timely, proportionate and aligned across the charity.	Colleagues receive timely, coordinated and trustworthy communication during significant organisational issues, with clear routes for escalation, decision-making and support.

Embed evidence-based practice in the team, making sure we use feedback, staff and volunteer insight, channel data and learning from live work to understand what people need.	Regular insight and evaluation that shows what is helping people understand, connect, feel included and act with confidence.
Champion inclusive, accessible communication, making sure our language, channels and engagement approaches work for people with different roles, needs, working patterns and relationships with the charity.	Accessible content, inclusive engagement, clear staff and volunteer journeys, and communications that reflect the language people use.
Ensure we make good use of AI, automation and digital tools, while keeping human judgement, privacy, inclusion and trust at the centre of communication practice.	Responsible use of digital tools and AI for drafting, editing, summarising, personalising and evaluating communications.

Person specification: Essential criteria that we need from you
Significant experience of leading and developing an internal communications team in a large organisation.
Significant experience of navigating and coaching others through uncertainty, complexity and ambiguity with confidence.
Able to turn strategy, change and complex information into clear, useful communication for different audiences.
Excellent written, verbal, visual and digital communication skills, with strong editorial judgement and a commitment to plain English.
Experience of advising and coaching senior leaders, including during uncertain or fast-moving change.
Experience supporting sensitive HR-related policy and change communications.
Able to use evidence, insight, feedback and systems thinking to understand audience needs, spot patterns and improve communication impact.
Able to facilitate complex conversations, hold tensions and support evidence-informed decisions.
Confident working with digital communication channels, including intranet platforms, Microsoft 365, Teams, Viva Engage, email and newsletter tools.
Strong working knowledge of applying occupational/workplace psychology to internal engagement and change challenges.
Commitment to accessible and inclusive communication, including understanding how power, exclusion and accessibility needs affect whether people feel informed and involved.

Able to lead, support and develop a team, including setting priorities, holding boundaries, developing standards and creating a culture of learning and accountability.
Good understanding of the communication needs of staff and volunteers in a UK-wide, remote or distributed workforce, with the ability to work autonomously and collaborate effectively using digital tools.
Demonstrable commitment to continuing professional development, including relevant CIPR/IOIC/CIPD training or qualifications.