



BATTERSEA

HERE FOR EVERY DOG AND CAT

RECRUITMENT PACK



Internal Communications Manager (BDCH1142) Battersea London

Battersea is here for every dog and cat and has been since 1860. We are a leading animal welfare charity and over the last 150 years we've grown from one home in London to three rescuing and rehoming centres across the South East. With c500 staff and 1000 volunteers, we have cared for over three million vulnerable animals. We also campaign tirelessly to make things better for dogs and cats; sharing our expertise and educating the public and policymakers about responsible pet ownership. Join us and make a difference for every dog and cat.

Please read the information below thoroughly before starting your application.

Your Application

Your **supporting statement** is a very important part of your application. We cannot make any assumptions about your knowledge, skills and experience so the information that you provide in your supporting statement is vital for us to decide whether to shortlist you for an interview.

Please demonstrate how you meet the criteria and our values listed in the person specification, detailing your experience, skills, achievements and/or abilities that are relevant for the role that you are applying for. You should use **specific examples**. Please do not generalise e.g. "I usually...", or waste your word limit by telling us that you love dogs and cats. We are looking for evidence that you can thrive in the role advertised.

Your statement **should not exceed 1,500 words**. We recommend you draft and save your supporting statement outside of the application portal as your connection may time out and it is not possible to save this document online for future use.

Closing date: Monday 18th March 2019

Interview date: W/C Monday 25th March 2019

If you do not hear from us within 2 weeks of the closing date, please assume you were unsuccessful on this occasion. Please note that we reserve the right to close this post early, should we receive a high volume of applications.

Working at Battersea

Please note that all offers of employment require:

- References deemed satisfactory by Battersea
- Proof of eligibility to work in the UK

We have dogs from our kennels in our offices whilst they are waiting for a new home, so this means that staff can't bring their own dogs with them to work.

Data Protection

The data you provide in your job application will be used by Battersea Dogs & Cats Home to assess your suitability for employment by Battersea in the role you have applied for.

We only share your data with third parties to obtain pre-employment references, criminal records checks (where necessary) and to process data on our behalf (such as our payroll provider). We won't use your data for marketing or fundraising purposes.

By applying for this job you consent to Battersea Dogs & Cats Home processing your data (including any criminal offences data and sensitive personal data given such as data relating to your ethnic origin or sexual orientation) for this purpose.

Further information about how we protect and use your personal data is set out in our [Job Applicant Privacy Notice](#).

Job Description

Department: Communications	Location: Battersea London
Hours: 35 per week with some evening, weekend and bank holiday work required on a rota basis	Duration: Permanent
Responsible To: Head of Media & PR	Responsible For: Internal Communications Officer (P/T)
Works With/Key Contacts: HR & L&D Teams, Head of Strategy & Impact, CEO Office, Head of IT, Head of Digital, Head of Brand. Staff & Managers across the Home, in particular Directors and Senior Managers.	Salary & Grade: £34,550 per annum

Main Purpose of the Role

Reporting to the Head of Media & PR the Internal Communications Manager is responsible for developing, managing, and implementing the internal communications strategy, enabling effective two-way communication.

Responsibilities/Objectives

Approx % of time

<ul style="list-style-type: none"> Manage the charity's internal communications channels ensuring an integrated approach with existing channels such as staff publications and events and new channels such as an Intranet, video, and social media. 	25
<ul style="list-style-type: none"> Plan, project manage and develop a new Intranet, working with the Head of Media & PR and Head of IT to ensure it is accessible, meets our objectives, is delivered on time and within budget, and meets KPIs. Train, advise, and coach intranet editors in teams across the Home to create content of the highest standard. 	25
<ul style="list-style-type: none"> Provide advice on internal communications to staff and managers across the Home, including the Chief Executive, Directors, and Senior Managers to achieve successful engagement in key initiatives, identifying and introducing new solutions and approaches to improve engagement 	10
<ul style="list-style-type: none"> Planning, commissioning, editing, and writing content for staff publications and taking responsibility for ensuring efficient and cost-effective printing and distribution. Respond to feedback from staff and adjust communications content accordingly. 	10
<ul style="list-style-type: none"> Manage the forward planning and implementation of internal communications campaigns, assessing project needs and audiences to select the most effective communication channels to achieve greatest traction (writing and editing content where appropriate, managing design and dissemination). 	10
<ul style="list-style-type: none"> Line management and development of the Internal Communications Officer (Part Time), including formal performance appraisal, day to day supervision, and recruitment. 	10
<ul style="list-style-type: none"> Ensure all staff and volunteers have the opportunity to access regular updates about the Home, and the opportunity to offer feedback and ask questions. This may include Director Q&A sessions, KPI updates, Back to the Floor days, and Chief Executive updates. Support the Head of Media & PR in delivering and embedding CEO and Director communications to staff, through a range of channels. 	5

<ul style="list-style-type: none"> Organise internal events and deliver presentations to promote the Home's values and campaigns across the organisation, drafting messages or scripts from the CEO and Directors for presentation to staff and volunteers in written or spoken form. 	5
<ul style="list-style-type: none"> Keep abreast of new techniques and ways of working through continuous professional development, gathering information on good internal communications practice from other organisations and learning opportunities and making recommendations for improvements. 	>5
<ul style="list-style-type: none"> To be aware of risk issues for the charity and provide internal communications support to crisis situations which affect organisational perception and reputation. 	>5

The above job description is intended to be an outline of the duties and responsibilities for this role. This is not an exhaustive list, and it is likely to change over time. You may be expected to undertake other duties that are commensurate with this role and grade.

Person Specification

Essential

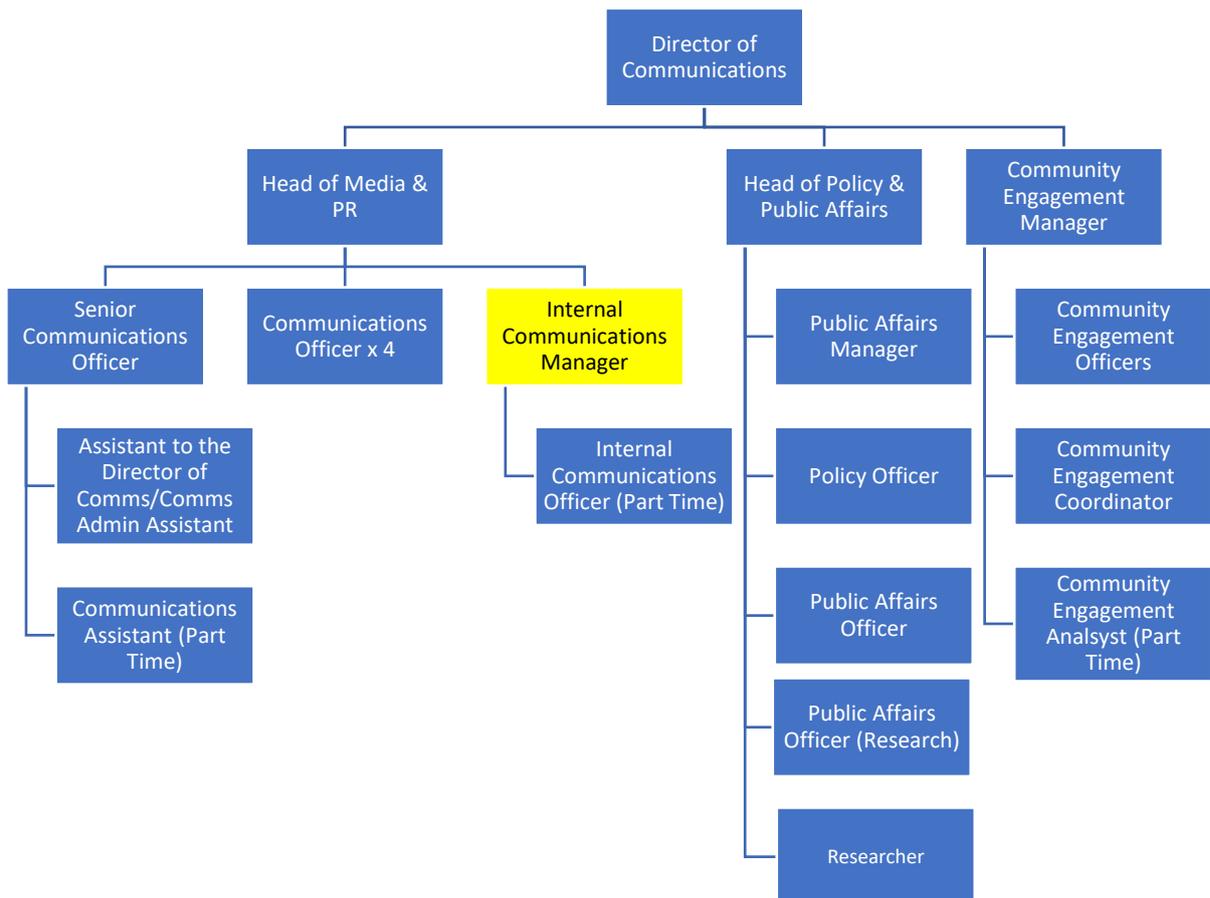
Job Specific	Extensive experience of internal communications within a complex, geographically dispersed organisation.
	Significant experience of planning and delivering innovative and creative internal communications campaigns within clear brand parameters.
	Significant project management skills. Ability to work independently, lead on projects, and be responsible for managing a specific portfolio of communications work.
	Proven experience of managing an intranet and proven ability to use online content management systems as well as email marketing tools and social media.
Core Skills	Literacy, Numeracy and IT skills Excellent written English, highly numerate and advanced user of MS Office and other IT Systems
	Communication skills Significant interpersonal and consultative skills, including the ability to communicate, present, negotiate, influence and build credibility with colleagues and external parties
	Empathy & Resilience Experience of dealing with sensitive issues with empathy and resilience
	Time management, Significant experience of managing and prioritising a high workload and multiple complex issues and tasks in a changing environment with tight deadlines
Values	CARE - Delivers high quality work to the best of their ability and achieves high standards even while under pressure
	EXCELLENCE – Achieves results through continuous learning and applying good practice
	DETERMINATION – Pro-active in suggesting new ways of working and embraces change
	RESPECT – Works constructively and collaboratively with colleagues from different teams
	INTEGRITY – Acts responsibly, takes accountability and communicates honestly

COMMITMENT – Focuses on the impact of their work and making a difference to Battersea as a whole

Desirable

- Understanding of the charity sector.
- Experience of managing editorial projects such as annual reports.
- Speaking skills and proven experience of delivering presentations.

Position in the team



Staff Benefits

We offer our staff a wide range of benefits to reward them for the value that they bring to Battersea, to support them in their work, to help improve their health and wellbeing, and maintain a healthy work-life balance.

We intend to offer these benefits on an ongoing basis but may amend or withdraw them at any time.

Pension Scheme

Our group personal pension scheme is available to all members of staff. New staff will be auto-enrolled into our pension scheme in their second month of employment, if they meet the eligibility criteria, at our standard rate of 1.67% staff contribution, 3.33% employer contribution. The following month, new starters can choose to increase their contribution rates and so benefit from a higher employer contribution of up to 10%. Because the GPP pension scheme is a salary sacrifice scheme, Battersea will also invest approximately 50% of the savings it makes on Employer National Insurance Contributions into your pension plan.

The contribution levels are as follows:

Staff contribution	Battersea contribution
1.67%	3.33%
3%	6.2%
5%	10.3%

Example of monthly pension contributions for salary of £20,000:

Staff contribution	Battersea pension contribution
1.67% = £27.83	3.33% = £55.50
3% = £50.00	6.2% = 103.33
5% = £83.33	10.3% = £171.66

Annual Leave

Staff are entitled to 28 days annual leave (pro-rata for part time staff and in the first year of employment), rising to 30 days after 10 years employment. This is in addition to eight days paid public holidays every year.

Health Cash Plan

Battersea offers a healthcare cash plan free of charge to all staff, using a provider called Simply Health. This cash plan enables staff to claim 100% of the costs of everyday healthcare, such as dental treatment, eye tests, glasses, contact lenses, physiotherapy, chiropody, osteopath, chiropractor, health screening and much more, up to annual limits.

Gym Membership

Staff who choose to join the Cash Health Plan can get discounts of up to 20% off a range of independent and chain gyms, including Fitness First, LA Fitness, Virgin Active and David Lloyd.

Season Ticket Loan

Interest free season ticket loans are available to all staff after two months of employment with Battersea.

Cycle to Work Scheme

We offer a Cycle to Work Scheme to encourage health and fitness. This enables you to save up to 40% of the cost of the purchase of a bike and safety equipment, up to a maximum value of £1,000 including VAT, by having this cost recovered from salary over a 12-month period and so saving tax and National Insurance on this cost.

Paid Maternity Leave

All pregnant staff are entitled to up to 52 weeks' maternity leave regardless of length of service. Staff who have worked with Battersea for more than 12 months by the time their baby is born receive enhanced maternity pay of 12 weeks full pay, with the remainder of their maternity leave being paid under Statutory Maternity Pay arrangements.

Paid Paternity Leave

Fathers to be or staff who will share the responsibility with a partner for bringing up a child, may have the right to Statutory Paternity Leave and Pay.

Staff who have worked for Battersea for more than 12 months by the time their baby is born receive enhanced paternity pay of two weeks full pay.

Employee Assistance Programme

We offer a Staff Assistance Programme to all staff free of charge. It offers completely confidential and impartial support, information, and counselling service to staff on legal, financial, debt management and emotional issues.

Life Insurance

All staff are covered by our life insurance scheme, which provides a nominated beneficiary/ies with a lump sum equivalent to four times the staff's salary in cases of death whilst in employment at Battersea.

Uniforms for all Operational Staff

Free uniform is provided for all operational and clinic staff.

Veterinary Treatment of Staff Animals

We provide cost price veterinary treatment for staff with ex-Battersea dogs and cats.

Discounted Pet Insurance

We offer staff a 20% discount off the cost of Petplan insurance.

Discounts in our Shops

We offer our staff a 25% discount in our shops.

Professional Membership Fees

After two months service, staff in roles where ongoing membership of a recognised professional body, (where this membership is gained through a qualification), is an essential requirement in the person specification for their job can claim the cost of one membership fee per year up to a maximum of £400.

Sabbatical Leave

Staff who have worked with us for five years or more can request six months unpaid sabbatical leave for personal or professional development, such as learning new skills or travel.



Registered with
**FUNDRAISING
REGULATOR**

Battersea Dogs & Cats Home is a charity registered in England and Wales (206394)
Registered Office: Battersea Dogs & Cats Home, 4 Battersea Park Road, London, SW8 4AA.