Application Pack

Ref: WA285

Internal Communication Manager

Salary up to £40,000 per annum

Full-time Permanent
40 hours per week

Advert date: 01 February 2024
Closing date: 19 February 2024

Westminster Abbey
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About Westminster Abbey

Westminster Abbey is a major centre for Christian worship, a leading venue for tourism and a treasured part of Britain’s heritage. The Abbey has occupied a central place in the celebration of great events for the nation and remains one of the most beautiful architectural masterpieces in Britain.

A living Church, Westminster Abbey is the House of Kings, where the coronation of Kings and Queens has taken place since 1066, and where many of the Kings and Queens of England and of the United Kingdom are buried. Principal among them is St Edward the Confessor, King of England from 1042 to 1066, whose shrine is at the heart of the Abbey Church. Beside and around them are buried or commemorated many of the great men and women from almost every century of British history: statesmen and politicians, lawyers, warriors, clerics, writers, artists, musicians. Westminster Abbey is a Royal Peculiar, and the Dean and Chapter of Westminster are directly responsible to the Sovereign.

The Dean and Chapter of Westminster defines our Mission in these terms:

• To offer daily divine Worship to Almighty God and to help the wider Church to sustain and develop its ministry in areas such as liturgy, music and preaching, where we have particular strengths;
• To serve the King;
• To proclaim the Gospel to the nation and Commonwealth and explore its implications with those involved in public life – in Parliament and beyond;
• To provide a safe, welcoming and inspiring environment for all who come to the Abbey;
• To care for the precious resources entrusted to us: our people, partnerships, buildings, heritage and money.

Our values

As one we serve each other, our visitors and the wider world in all we do with:

• Truthfulness
• Integrity
• Empathy
• Excellence

The Abbey attracts approximately one million paying visitors each year, from all around the world. A large number of people also attend services which take place seven days a week. Daily services are only part of the Abbey’s work, for there are also many ‘special’ services and events throughout the year. Westminster Abbey currently employs around 300 staff in a variety of roles and a similar number of volunteers.

The Abbey receives no regular income from the State, the Church of England or the Royal Family, and relies on monies raised from visitors to ensure that the building can be properly maintained and remain open as an amenity for all.
Job Description

JOB TITLE: Internal Communications Manager

ACCOUNTABLE TO: Deputy Head of Communications, with dotted line to Head of HR

DEPARTMENT: Communications and Digital

KEY RELATIONSHIPS: Internal: Communications and Digital Team (particularly the Head of Communications and Digital), HR (particularly the Head/Deputy Head of HR and Learning & Development Manager), Head of Engagement, Receiver General, Deputy Receiver General, Dean and Chapter, and the Abbey’s Employee Engagement Forum (EEF).

External: Relevant agencies and suppliers.

BACKGROUND: Westminster Abbey is both a place of daily worship, and is one of the UK’s leading visitor attractions, welcoming over one million visitors each year. A diverse and lively community work at the Abbey comprising around 300 employees and a similar number of volunteers.

JOB SUMMARY: To work with Abbey teams, particularly Communications & Digital and HR and Engagement to deliver a new internal communications plan, sitting within the Abbey’s wider strategy and priorities. You will ensure the Abbey makes the most of its various internal digital and print channels (including the intranet, email, newsletters), alongside in person activities, so that there is a clear understanding of the Abbey’s plans, its future ambitions and strategy. As a result, our internal audiences will feel informed, engaged and motivated by the breadth of the Abbey’s activities.

MAIN DUTIES AND RESPONSIBILITIES:

- Oversee a review of the Abbey’s intranet, exploring the potential for it to be used by more than 300 staff and a similar number of volunteers.

- Work with the appointed agency on the development of a new intranet platform and review all existing content, identifying opportunities to create and curate new content.

- Create and curate content for use across various print and digital platforms. Write and edit articles and news stories.

- Work in collaboration with HR and Engagement to develop an internal communications calendar, ensuring it aligns with the Communications and Digital communications strategy, and wider Abbey strategy and priorities.

- Plan and draft relevant and engaging content aligned with the Abbey brand for staff and volunteer leaflets, brochures and posters, and promote new policies and procedures.

- Work with HR and other relevant teams to develop and support in person events such as staff induction, awareness weeks, talks and training opportunities.

- Evolve Abbey News, the fortnightly email bulletin sent to staff and volunteers.
Bring to life the Digital Abbey programme for staff and volunteers. This is a key strategic priority for the Abbey and aims to build lasting engagement with a diverse online global community by sharing in new ways the richness of the Abbey’s Christian witness alongside its distinctive history, heritage and interaction with public life. The ownership of Digital Abbey sits within the Communications and Digital Team.

Work closely with the Abbey’s Employee Engagement Forum (EEF) to better understand our audiences and to ensure the work from this group is shared across the organisation.

Review and implement a new approach to cascading information and receiving feedback from staff and volunteers across print and digital, enabling senior leaders to make well-informed decisions.

Promote and advise on the use of the Abbey brand, acting as an information point including the use of logos and templates.

Develop and maintain strong relationships with stakeholders to ensure key information flows across the organisation and network in a timely, transparent, and efficient manner.

Embed comprehensive communications channels and storytelling processes to ensure our messages are reaching our internal audiences effectively.

Provide specialist internal communications advice to senior colleagues that inspires and helps upskill communications expertise across the Abbey.

Keep up to date with industry best practice and share these insights with the team and across the Abbey, where appropriate.

The responsibilities contained within this job description are not exhaustive and may be amended from time to time to reflect the changing needs of Westminster Abbey.

Safeguarding

Westminster Abbey is committed to the safeguarding of children, young people and adults at risk. To prevent them from harm, we undertake appropriate checks on staff and volunteers and require them to complete relevant safeguarding training.
Person Specification

This section outlines the knowledge, skills and abilities the job holder needs in order to fulfil the requirements of the post. ‘Essential’ criteria are those that the job holder absolutely must have in order to do the job. ‘Desirable’ criteria are those qualities that would be either useful, or an advantage or those which the job holder can be trained to do.

Essential

Education:
- Evidence of professional training offered by relevant organisations.
- Educated to degree level or equivalent experience.

Skills/Aptitudes/Knowledge/Experience:
- Proven professional experience managing internal communications in a complex organisation, preferably a high-profile institution
- Proven experience of working with senior colleagues and being able to excellently cascade clear written information to others
- Ability to research interesting stories that will appeal to internal audiences.
- Demonstrable ability to write in an engaging way; clear, concise and linguistically accurate, bringing information to life to varied audiences.
- Excellent verbal and written communications skills and expertise in using a range of platforms.
- The ability to appreciate the Abbey as a living church and worshipping community and to communicate this to people who may come from different or no faith tradition.
- Demonstrable experience in building platforms that engage a variety of internal audiences.
- Solid understanding of the digital platforms and approaches that will drive high engagement.
- Experience using print and digital initiatives to engage a wide and diverse staff and volunteer base.
- Ability to convey complex information in a simple and concise manner

Personal Attributes & Circumstances:
- Ensure good cross-departmental collaboration across all areas of your work.
- Ability to develop good relations and influence people quickly.
- Ability to work collaboratively with key stakeholders.
- Ability to thrive under pressure.
- Ability to work in a small team within a complex organisation.
- A sympathy with the mission of the Abbey and its role as a Christian church.
- Ability to act as an ambassador for the Abbey and Communications and Digital Team.

Desirable:
- Working within a similar Church, heritage or visitor attraction setting.
- Previous copywriting experience.
- News sense/journalism skills.
- Use of MailChimp.

This Job Profile will be kept under review and may be amended by the Dean & Chapter from time to time. Any proposed changes will be discussed with the post holder.
Working for us

Employment Status
This post is permanent

Salary
The salary is £40,000 per annum

Working Hours
These are 40 hours per week. The normal arrangement of working hours is 9am to 5pm Monday to Friday

Annual Holidays
The full-time holiday entitlement is 31 days per annum, including recognised public holidays, rising to 33 days per annum in the fifth year of service

Training
On-site training will be provided in all aspects of the job. Any further training needs will be assessed through the probation period and in annual appraisals.

Pension Scheme and Life Assurance
All employees can join a Group Personal Pension plan, where the minimum employee contribution is 3% and the maximum employer contribution is 9% (as determined by the level of the employee contribution). You will be auto-enrolled into our qualifying workplace pension scheme after 3 months, if you meet the eligibility criteria.

All employees are covered by death-in-service life assurance, whether or not they choose to join the pension scheme.

Staff Discount
All employees receive a 20% discount on purchases from the Westminster Abbey shop and a 30% discount on purchases from the Benugo outlets, which serve refreshments.

Season Ticket Loan
A season ticket loan is offered after satisfactory completion of a probationary period, repayable over 10 months.

Medical Insurance
The Abbey will pay 50% of premiums to join a nominated medical insurance scheme after one year’s employment.

Uniform
If a uniform and/or Personal Protective Equipment (PPE) is provided, this must be worn at all times.
Equality Statement and
How to apply

Equality Statement
The Dean and Chapter aim at all times to recruit the person who is most suited to the job. Recruitment will be solely on the basis of the applicant's abilities and individual merit as measured against the criteria for the job. Qualifications, skills and experience will be assessed at the level that is relevant to the job.

We will ensure that our shortlisting, interviewing and selection procedures avoid discrimination in any way, including on grounds of age, disability, gender, marital status or civil partnership, race, nationality or ethnic origins, religion or belief and sexual orientation.

Please return the Equal Opportunities Monitoring Form with your application. This will help us monitor our recruitment practice. The form will not be seen by the people making the selection decision.

Safeguarding
Westminster Abbey is committed to the safeguarding of children, young people and adults at risk. To prevent them from harm, we undertake appropriate checks on staff and volunteers and require them to complete relevant safeguarding training. Offers are subject to a relevant level of criminal record check, receipt of references satisfactory to Westminster Abbey, right to work in the UK, proof of professional qualifications and medical clearance, which may include a medical assessment.

How to Apply
Please complete our application form as CVs will not be accepted.

You are also advised to read the Job Description and Person Specification carefully and think about how your experience, skills and abilities help you to meet the requirements listed in the Person Specification. Use the 'Supporting Statement' section of the form to tell us how you meet each of the requirements. As well as your previous work experience (including a full career history of all employment), tell us about other relevant experience such as community and voluntary experience. Clear information on how you meet all the requirements of the job, with relevant examples, will help us with shortlisting, and we may not be able to shortlist you for interview if you do not provide this.

Please email your completed application to: applications@westminster-abbey.org.

Applications should arrive no later than 12 noon on 19 February 2024. Interviews are scheduled to take place on 28 February 2024.

We regret that, due to the large number of applications we normally receive, we may only be able to contact or provide feedback if you have attended an interview. We appreciate your interest in our work at Westminster Abbey.