



Internal Communications Manager Role Profile

Role Profile			
Job Title:	Internal Communications Manager	Reports To: (Job Title)	Marketing Manager
Department:	Sales & Marketing	Responsible For: (Management of)	
Location:	Head Office - Chasetown		
Who we are?			
<p>We have a reputation for providing quality new homes and exceptional customer experience. Every aspect of the location, design and specification of our homes is carried out with good attention to detail and utmost care. In order, to achieve this we rely on the commitment and effectiveness of our employees. In return we provide a working environment that offers autonomy, support and opportunity. We have recently become a five-star builder; this means being a five-star employer.</p> <p>Formed in 1993, we have grown to a business employing over 100 people with a turnover of £100m. We have ambitious, sustainable growth targets and by 2021 our aim is to achieve £150+m. Despite our growth, we remain true to our values - a family run business that promotes giving people real responsibility, acting on initiative and caring for the wellbeing of our employees. Our head office is Chasetown and have offices in Shrewsbury, Stratford-on-Avon and aim to open an East Midlands office in 2018.</p>			
What will the role involve?			
<p>We are part way through an ambitious sustainable growth plan, we recognise that we have a great opportunity to improve our internal communications. We have appointed an experienced creative agency to work with us in developing a range of tools which we believe will help in the delivery of our objective. The timing is right to appoint an internal communications manager to initially be involved in assisting with the setting up and the on-going management of an internal communications strategy.</p> <p>This is a new role primarily working in the Sales & Marketing team but will work closely with the Executive Board, Directors and HR team. Our way the 'Cameron Way' is very important to us, it differentiates us from our competitors and it's important that as we grow we maintain the 'Cameron Way'. A key element of our messaging is to achieve a real sense that the 'Cameron Way' and company values are understood, lived and breathed and that everyone can play a significant part in the future success of the company, you will play a key role in achieving this.</p> <p>You will be tasked with keeping everyone abreast of what is happening and why and giving an update on progress. You will be creative with the tools and channels to use to deliver clear and succinct messages. On a day to day basis you will: -</p> <ul style="list-style-type: none"> • Identify the rights tools and channels that will have biggest impact, including sourcing/managing installation of relevant technology platform/ to ensure we successfully communicate to all employees – office and site based. • Generating and moderating content for a variety of internal communication mediums, such as staff intranet, newsletters, email/bulletins etc. • Agree the tone of voice and messaging and ensure communication messages are consistent across all mediums. 			

- Project management and delivery of key printed/digital assets - onboarding, reward and recognition, values, etc.
- Development of a reporting tool for the senior management team.
- Establishment of comms calendar – events, promotions, content production etc.
- Management of events, such as recognition schemes/awards, conferences, company away day
- Ensure the alignment with marketing and social media.
- Promotion of, and training in, platform/s across the company.
- Ad hoc projects such as employee handbook updates.

As a Manager in the company you will lead from the front, setting an example for the rest of the company. You will help drive the company's growth and expansion and play a key role in the helping the company achieve its plans. You will have the autonomy and freedom to make your own decisions but equally when needed a good amount of support will be on hand. You will be trusted at every stage and you will work in an environment where team work and collaboration are valued.

What kind of person are we looking for?

We are looking for an internal communications manager who is full of energy, enthusiasm and passion. Excellent grasp of written English and proficiency in editing the work of others, an eye for detail, familiarity with basic technology/content management systems, project management and adherence to self-imposed deadlines, strong speaking skills and an ability to build relationships at every level within the company are all required. We expect strong team working skills, an open and self- starter approach and have a creative ability to devise communication strategies. You may already be operating as an internal communications manager and like the sound of developing something from the beginning or you are at the stage in your career where you are looking for a move that provides the progression you are looking for and capable of.

How will your career develop?

We will discuss with you how you want your career to develop and will provide the support you need. You will be set objectives that will provide clarity and purpose and a development plan that provides the right level of development for you at your stage of your career. You will be joining a company that develops individuals careers, provides all the necessary support within a culture that has strong family values.

Our offer?

You will be rewarded generously for your contribution, you will be paid a market rate salary and will receive a management annual bonus based upon the Company meeting its targets. You will receive a benefits package that is competitive within the industry and receive all the training and development you need.

Equal opportunities

Cameron Homes Limited is committed both to promoting equality and diversity in the Company and to Equal Opportunities in employment. The Company believes in equality regardless of race or racial group (including colour, nationality, ethnicity, national origins) religion, caste or belief, age, disability, gender, gender identity, gender reassignment, sexual orientation, marriage and civil partnerships, surrogacy, adoption and parental rights. This includes any incidents of perceptive or associate discrimination and harassment.