

Yorkshire Housing Role Profile

Job title:	Internal Communications Specialist	Leader of others:	No
Reports to:	Internal Communications Lead	Contract type:	Agile homeworking
Business Area	Communications & Brand	Car Allowance:	No
Budget holder?	No	DBS Required:	No

Job purpose

We are looking for an internal communications specialist to help deliver creative internal communications and excellent employee experience for colleagues.

You'll help us plan and deliver fun, creative content and campaigns.

You should be a confident content creator, from social media to short smartphone video creation, with strong copywriting skills. You will need a head for strategy but also the practical skills to deliver. You should be in on the latest internal communications trends and be someone who wants to keep learning and try new things. You need to be a confident communicator who can be a trusted adviser to colleagues across the business. You could be from any sector, but someone who would like to work in a not for profit business that has a strong social purpose.

Key responsibilities

Planning and strategy

- Responsible for creating and supporting internal communications campaigns strategies
- Assist in developing colleague engagement strategies

Colleague experience

- Support the delivery of employee experience projects such as wellbeing, ED&I, employee benefits and recognition.
- Help plan and deliver internal conferences and employee events.
- Plan and deliver creative internal communications campaigns.
- Monitor staff engagement on internal channels and continually look for ways to improve our content and approach.
- Responsible for internal comms content plans and newsletters.
- Assist with internal communications audits to ensure we are listening to colleagues and responding to feedback.
- Assist with managing our internal communications platform and channels

Leadership

- Be a trusted internal communications adviser to the senior leadership team.
- Work flexibly to deliver what the business needs.

What you'll bring to the role	
The main things:	
<ul style="list-style-type: none"> • A good level of experience in internal communications or colleague engagement role. • A confident content creator and skilled copywriter with a creative approach. • Well organised and able to create communications and content plans. • Be a trusted communications adviser for colleagues across the business. • Able to help plan and deliver internal conferences and events. • Commitment to keep learning and developing your skill and knowledge 	
A bonus if you have:	
<ul style="list-style-type: none"> • Degree or other marketing/ comms qualification (e.g. CIPR/ CIM IOIC). • Internal communications qualification. 	
Our values:	
<p>Our values describe what matters most to us, and what our colleagues should expect from each other. We're all expected to show how we support and live up to these values in our work.</p> <p>Create trust • Do the right thing, not the easy thing • Be honest and open • Do what you say. Be curious • Think differently • Ask questions • Keep learning. Make it happen • Own it • Do it • Be empowered. Achieve impact • Do things that matter • Deliver results • Show pride and passion. Have fun • Enjoy work • Be yourself • Stay connected.</p> <p>We want colleagues to feel free to be themselves - so we're all responsible for making sure we promote a culture of equality, diversity and inclusion. And, as you'd expect, we're responsible for our own health and safety, following our policies and doing any training needed for our roles.</p>	

Date Role Profile last reviewed:	June 2025
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