



**Ambition  
Institute**



**AMBITION INSTITUTE | JOB PACK:**  
Internal Communications Manager

# WHY WE EXIST

Children from disadvantaged backgrounds don't do as well as their peers at school.

We know that improving teaching and school leadership is the best way to address this gap. No other aspects of the school system have as much influence on pupil achievement, particularly the achievement of pupils from disadvantaged backgrounds.

Ambition Institute has one purpose: to help educators serving children from disadvantaged backgrounds to keep getting better.

# WHAT WE DO

At Ambition Institute we help schools tackling educational disadvantage to keep getting better, and help their teachers and school leaders to become more expert over time.

That's how we'll make sure every child gets a great education and the best possible start in life.

- > We train teachers and leaders at all levels to get better at the things that make the biggest difference: what you teach, how you teach it, and how you create the conditions for schools to thrive.
- > We share what works. Everyone can benefit from evidence of how great teaching and leadership can improve schools and change lives, so we connect people to the latest research and the best practice out there in the system.
- > We champion every teacher and school leader's potential to develop, as the driving force for sustainable school improvement.

# OUR IMPACT

We have worked with **14,000** educators,  
across over **3,000** schools, reaching more  
than **1.3 million** children across the country.



# WHAT IT'S LIKE TO WORK HERE

It's an exciting time to join Ambition. We've changed a lot over the last four years – merging three charities into one and expanding our offer to the education system. We're respected as one of the sector's biggest providers of high quality professional development and have an exciting future ahead of us.

We have around 220 staff across England. Though we are all mostly working from home right now due to Covid-19 restrictions, we have offices in London, Manchester and Birmingham as well as a number of home-based staff.

Our staff are dynamic and mission-driven, committed to helping teachers and school leaders give children from disadvantaged backgrounds the best possible start in life.

As a charity dedicated to professional development, we also want to keep getting better ourselves. We respect diverse backgrounds and expertise, and we support and challenge our staff to do high quality work.

## OUR OFFER

- > Agile working culture, so you can control how you work.
- > Staff affinity networks that help keep equality, diversity and inclusion at the heart of our work.
- > Enhanced maternity pay after a year's service.
- > Shared parental leave package.
- > Access to free, confidential 24/7 wellbeing and support line.
- > Professional development offer for all staff.
- > 25 days' annual leave + bank holidays.
- > Employer pension contribution of 11% (10% pension plus 1% national insurance rebate).
- > Interest free season ticket / bike loans.

# YOUR APPLICATION

## BIAS-FREE RECRUITMENT

We want to bring the best people into the organisation so we use a system that removes as much unconscious bias as possible from our recruitment. We don't assess your CV, but shortlist based on how well you answer a number of work sample questions related to the role.

## SAFEGUARDING

We take the welfare of children and vulnerable adults very seriously. We ask all staff to complete a number of pre-employment checks, including a criminal declaration form and a DBS check where needed.

## RIGHT TO WORK

As an employer, we are responsible for preventing illegal working in the UK. Employees must prove their right to work in the UK by verifying the relevant documentation of all current and incoming colleagues.

 [ambition.org.uk](https://ambition.org.uk)

 [info@ambition.org.uk](mailto:info@ambition.org.uk)

 020 3668 6865

 @Ambition\_Inst

## Internal Communications Manager Job Description

|                          |  |
|--------------------------|--|
| <b>Salary</b>            | £35,000 per annum + £3,000 London weighting (if applicable)  |
| <b>Location</b>          | Birmingham, London, Manchester   |
| <b>Working pattern</b>   | Full-time, 37.5 hours per week   |
| <b>Contract</b>          | Permanent  |
| <b>Reporting to</b>      | Associate Director, Staff Development and Communications   |
| <b>Direct reports</b>    | n/a  |
| <b>Main contacts</b>     | Internal - Marketing and Communications, HR, communications champions in other teams and Senior Leaders                                  |
| <b>Role requirements</b> | Includes some limited evening and weekend work, for which time off in lieu will be given. Occasional travel across the regions required. |

### Main objectives

As Internal Communications Manager you'll play a pivotal role in engaging and developing Ambition Institute's workforce of talented and passionate staff.

Your ultimate aim is to help us achieve our mission to help teachers and school leaders serving children from disadvantaged backgrounds to keep getting better. Through the thoughtful leadership of all staff communications you'll ensure staff are informed, empowered and able to do their best work.

You will work closely with the HR and Marketing and Communications teams to build a culture of learning and development at Ambition and create a staff experience in which all employees are heard, valued, included and connected to the broader organisation, our mission, and our strategy.

### Main responsibilities

- > Lead the **development and implementation of an internal communication strategy** for the organisation that supports the charity's strategic aims, organisational values and strengthens our brand.
- > **Manage and develop high quality internal communications** for:
  - Our staff intranet site (Staffroom)
  - Our regular channels including staff newsletters and events
  - Communications relating to change projects

- > Be a proactive and knowledgeable guardian of our brand and identity and a beacon of good communications practice. Provide **expert advice and training** that empowers employees to use our channels effectively, ultimately ensuring the smooth and sustainable running of the organisation.
- > Support senior leaders and line managers to **cascade information effectively** within and beyond their teams, engaging staff to support understanding and feedback.
- > Working closely with HR and managers in the organisation to **ensure employee voice is heard** and two-way communication is central to our organisational culture.
- > Work with HR and Marketing and Communication to **develop and deliver an effective employer brand strategy** that promotes our culture to prospective employees and enables our staff to access the benefits of working at the organisation and shape a positive, high-performing culture.
- > Work with your colleagues in the Marketing and Communications **to align internal and external messaging and campaigns**, ensuring that our organisation's brand is coherent and consistent for all our priority audiences.
- > Develop and manage **an evaluation and monitoring framework** to measure the success of our internal communications and its impact on employee engagement. **Prepare termly reports that demonstrate impact** and provide analysis of our work.
- > Support the *Associate Director, Staff Development and Communications* **to upskill and nurture the Senior Associate, Staff Development and Communications**, ensuring they are developed to use communications skills and channels to effectively engage staff and shape culture.
- > As part of the wider Culture and Communications department you will **contribute to the departmental communications strategy and development of our brand**. You will support management of our **social media channels and other marketing and communications** projects as and when required.
- > You will keep yourself informed on best practice within Internal Communications and actively seek feedback in your role. You will work to **keep getting better** in your role and to provide the highest quality service to the organisation.

## Key Skills and Experience

### Essential

Our successful candidate will, of course, demonstrate their commitment to the mission to improve the education and outcomes of children from disadvantaged backgrounds. They will also be able to demonstrate the following qualifications, skills and experience:

- > Demonstrable previous experience of Internal Communications management
- > Strategic thinking – understanding the key position internal communications holds in an organisation
- > Experience translating an organisation's strategic plan into engaging content for its workforce
- > Tactical delivery – ability to deliver across the wide range of internal communications tools and mechanisms
- > Excellent copywriting and copyediting skills – able to adapt your style and tone for a variety of communications channels and purposes, and translate complex material into clear and compelling copy.

- > Ability to work with senior leaders with confidence and credibility
- > High level stakeholder management skills – tact, diplomacy, discretion, clarity
- > Experience of communicating across a split-site organisation with hybrid ways of working
- > High proficiency in the use of technology and digital agenda
- > Experience of supporting change and growth in an organisation through effective management of internal communication

**Desirable**

- > Previous experience project managing complex communications projects and balancing multiple, competing demands
- > Demonstrated experience in a previous role using own initiative and working with high levels of autonomy
- > Ability to seek and clarify detail
- > Outstanding attention to detail and organisational skills
- > Ability to clearly explain procedures
- > Ability to manage sensitive information in a confidential manner

This post is subject to receipt of two satisfactory references and an existing Right to Work in the UK.

Please note, this job description is subject to change. With any significant change, we will ensure this is discussed with you before any final approvals and or commitments.

This job description does not form part of your contract of employment. You may be required by the company to undertake any duties within your skills and capabilities which the company reasonably considers necessary to meet business needs.