Job Description and Person Specification

Internal Communications Lead

Job Details	
Grade	7
Service	Policy and Communications Team
Location	Council House, Earl Street, Coventry CV1 5RR (Hybrid working available)
Job Evaluation Code	A6248

Coventry City Council Values

We expect everyone who works for us to be committed to our One Coventry values and to share our commitment to becoming a more diverse and inclusive organisation:

Open and fair: We are open, fair and transparent.

Nurture and develop: We encourage a culture where everyone is supported to do and be the best they can be.

Engage and empower: We engage with our residents and empower our employees to enable them to do the right thing.

Create and innovate: We embrace new ways of working to continuously improve the services we offer.

Own and be accountable: We work together to make the right decisions and deliver the best services for our residents.

Value and respect: We put diversity and inclusion at the heart of all we do.

Job Purpose

A skilled and strategic operator, the Internal Communications Lead to play a key role in communicating and engaging with our 5,000+ employees across the city.

You will be responsible for delivering an internal communications strategy that supports organisational priorities, drives employee engagement, and fosters a culture of openness, inclusion, and collaboration.

Working closely with the Internal Communication Manager, senior leaders, our People team, and service areas, you'll ensure our people are informed, motivated, and empowered to deliver for Coventry's residents. You will co-chair the Employee Communications and Engagement Board.

Key Responsibilities and Accountabilities

Manage the day-to-day delivery of our internal communications strategy aligned to the Council's corporate objectives and values and the People strategy.
Plan and manage internal communications campaigns that support organisational change, employee engagement, reinforce our culture and values and promote wellbeing initiatives.
Provide strategic communications advice to senior leaders and managers on engaging their teams effectively.
Oversee the creation of engaging content for internal channels, including the intranet, email newsletters, digital screens, and staff events.
Support with managing the Council's internal communications forward plan to ensure consistent and coordinated messaging.
Monitor employee feedback and engagement, using insights to continuously improve communications.
Support our Employee Networks and Communication Champions to ensure two-way communication is embedded across the Council.
Champion the use of inclusive and accessible language and formats, and positive representation of our staff across all internal communications.
Support on crisis and incident internal communications, ensuring timely, clear, and accurate messaging.

Key Relationships			
External:	• Internal Comms practitioners across the sector. • Industry contacts & leaders.	Internal:	• Internal Communication Manager • Employees • Elected members • Director of Policy and Communication • Head of Communications • Communications Team • People Services • Digital Services • Customer Services

Standard Information
Post holders will be accountable for • Carrying out all duties and responsibilities with due regard to Code of Conduct, Safeguarding, Health & Safety and the City Council's Workforce Diversity and Inclusion Policies. Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines. • Attending any training and undertake any development activities that are identified as mandatory/beneficial to their role. • Any other duties and responsibilities within the range of the salary grade.

Person Specification	
Requirements	
Knowledge	A proven track record in internal communications, staff engagement and culture/behaviour change
Knowledge	Knowledge of the role of internal communications in supporting organisational change
Knowledge	Knowledge of strategic campaign planning models
Skills And Ability	Creating engaging, accessible, and high-quality content across web, print, social media, and other platforms
Skills And Ability	Collaborating with internal and external stakeholders, including senior officers and community partners
Skills and Ability	Managing competing priorities and deadlines in a fast-paced environment
Experience	Planning, delivering, and evaluating multi-channel communication campaigns
Skills and Ability	Using insight and audience analysis to inform messaging and targeting
Experience	Developing detailed campaign plans aligned with Council priorities and key dates
Experience	Scheduling content and social media posts across multiple channels
Experience	Coordinating with internal teams and external partners to ensure timely delivery

Experience	Monitoring ongoing campaigns and adjusting tactics based on real-time data and feedback
Qualification	The job holder should ideally have a relevant qualification or be willing to work towards one.
Special Requirement	Some working outside of normal office hours may be required

Disclosure and Barring Service (DBS)			
Does the role require a DBS check? No. Find out which DBS check is right for your employee - GOV.UK			
And if so, which type?			
Basic Check ☐	Standard Check ☐	Enhanced Check ☐	Enhanced + barred list check ☐

Declaration			
Reviewed/Created By:	Jade Allen		
Job Title:	Internal Communication Manager	Date:	06/11/26