

About us...



Lincolnshire Co-op is a long-standing, community-focused organisation proud to serve the people of Lincolnshire and surrounding counties. Our Support Centre, based in Lincoln, is the operational heart of our business. It's home to a range of specialist teams who work behind the scenes to support our front-line colleagues and ensure we deliver exceptional service across all our trading areas.

Essential Information – *what you need to know*

<p>Job purpose:</p>	<ul style="list-style-type: none"> - Supporting the delivery of the internal communications plan, ensuring consistent messaging and protection of Lincolnshire Co-op's brand, tone of voice and values. - Executing internal communications campaigns and content aligned to the internal communications plan. - Contributing to external communications where appropriate, ensuring alignment between internal messaging and external positioning.
<p>Your hours:</p>	<ul style="list-style-type: none"> - 37.5 hours per week (FTE). - Occasional weekend/evening work will be needed.
<p>You'll report to:</p>	<ul style="list-style-type: none"> - Internal Communications Manager
<p>Your relationships:</p>	<ul style="list-style-type: none"> - Internal teams including Communications, Membership, Community, Marketing, Design, People, Property, Central Operations, IT, People Systems and leadership groups. - Stakeholders such as trade bodies. - Partners and providers including community groups, local producers, NHS organisations, freelance content creators and internal communications platform providers.
<p>What you'll bring to us:</p>	<ul style="list-style-type: none"> - Strong verbal and written communication skills, with the ability to create clear and engaging content. - Experience of conducting interviews and gathering content for a range of audiences and channels. - Degree-level qualification in a relevant subject (e.g. journalism, PR or communications) or equivalent experience. - Practical photography, video and editing skills, including use of mobile devices. - Highly organised and adaptable, with the ability to manage multiple tasks and priorities. - Working knowledge of Microsoft 365 applications, including Word, Excel and PowerPoint. - A strong interest in communications, with awareness of a wide range of channels and formats. - Full UK driving licence and access to a vehicle for business use, with flexibility to travel as required. - Experience or interest in internal communications, stakeholder management and supporting or delivering in-person and online communications sessions would be advantageous.



Providing and supporting
valued services



Helping to grow the
local economy



Caring for our
health and wellbeing



Looking after
our local environment

Together we are...

Your Purpose – *I will contribute to my team and the Society's ongoing success in this role by...*

Your duties and responsibilities:

- Executing campaigns and content aligned to the internal communications plan, ensuring colleagues are well-informed and engaged.
- Creating high-quality content across a range of channels to engage audiences and reinforce brand messaging.
- Collaborating with People and Operations teams to ensure all colleague communications are clear, consistent and aligned in tone.
- Monitoring and developing internal communications channels to maximise reach and engagement.
- Supporting the delivery of reactive and crisis communications related to internal issues, contributing to the development of response plans.
- Representing Communications as an operational subject matter expert within incident response teams, influencing direction and advising senior stakeholders.
- Briefing senior leaders and colleagues for stakeholder-facing and reputational activity.
- Monitoring and reporting on internal communications engagement, using insight to improve effectiveness.
- Supporting external communications by contributing content and shaping messaging where appropriate, including media-related activity.
- Identifying and co-ordinating content opportunities, including capturing and commissioning photography and video.
- Ensuring channel content remains accurate and up to date as part of the wider Marketing and Communications team.
- Supporting and attending Lincolnshire Co-op events, including member meetings and community activities.
- Adapting to a changing communications environment by taking on additional responsibilities as required.



Together we THRIVE...

- **Trustworthy** – we do what we say we’ll do and trust others to deliver to the best of their ability
- **Helpful** - we support and challenge each other collaboratively, no matter the role or level.
- **Respectful** - we listen to other views and opinions with consideration and celebrate differences.
- **Inspiring** - we role model what good looks like and lead by example to be better.
- **Valued** - we recognise achievements and appreciate everyone’s contributions.
- **Empowered** - we listen and encourage each other to take opportunities.

Your Approach – *how you will contribute to your team and the Society’s ongoing success in this role.*

<p>I will be trustworthy by:</p>	<ul style="list-style-type: none"> - Producing accurate and consistent communications aligned to brand, tone of voice and values. - Handling sensitive internal messaging with care, discretion and professionalism. - Delivering communications reliably, ensuring colleagues receive clear and timely information. - Maintaining alignment between internal and external messaging to protect reputation.
<p>I will be helpful by:</p>	<ul style="list-style-type: none"> - Supporting colleagues with clear, accessible and practical communications. - Guiding teams on the most effective channels and approaches to reach colleagues. - Responding promptly to communication needs and queries. - Sharing insight to help improve how the organisation communicates internally.
<p>I will be respectful by:</p>	<ul style="list-style-type: none"> - Creating inclusive communications that reflect diverse colleagues and perspectives. - Listening to feedback and adapting messaging to meet colleague needs. - Working collaboratively with teams across the organisation. - Communicating with clarity, fairness and professionalism at all times.
<p>I will inspire others by:</p>	<ul style="list-style-type: none"> - Creating engaging content that brings the Society’s purpose and impact to life for colleagues. - Using creative approaches to increase engagement across internal channels. - Encouraging colleagues to feel connected, informed and involved. - Supporting alignment with external messaging to strengthen overall impact.
<p>I will value people by:</p>	<ul style="list-style-type: none"> - Recognising and amplifying colleague stories, achievements and contributions. - Building strong relationships across teams to support effective communication. - Encouraging feedback and acting on it to improve internal communications. - Supporting a culture where colleagues feel informed, included and valued.
<p>I will empower others by:</p>	<ul style="list-style-type: none"> - Taking ownership of internal communications activity and delivery. - Using insight and engagement data to continuously improve effectiveness. - Managing multiple priorities with confidence in a fast-paced environment. - Proactively identifying opportunities to improve communication and alignment.