

About us...

Lincolnshire



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*

Job purpose:

- Leading the delivery of the internal communications plan, ensuring consistent messaging and protection of Lincolnshire Co-op's brand, tone of voice and values.
- Managing internal communications activity, including shaping and supporting crisis response and reputational management to ensure alignment with external messaging.

Your hours:

- 37.5 hours per week (FTE).
- Occasional weekend/evening work will be needed.

You'll report to:

- Head of Communications

You're responsible for:

- Internal Communications Co-ordinator

Your relationships:

- Colleagues within the Communications team, working closely with external communications to ensure aligned messaging and delivery.
- Internal teams including People, Central Operations, IT, People Systems, Membership, Community, Marketing, Design and leadership groups.
- Senior stakeholders, including Executive Leadership Team, Leadership Team and Crisis Management Team members.
- Key stakeholders such as local authorities, statutory organisations, trade bodies and MPs.
- Partners and providers including community groups, local producers, NHS organisations, freelance content creators and internal communications platform providers.

What you'll bring to us:

- Strong verbal and written communication skills, with the ability to tailor messaging to different audiences and channels, as well as creating engaging content.
- Demonstrable experience in a communications environment, including internal communications, crisis and reputational management, and stakeholder engagement.
- A genuine passion for communications, with awareness of a wide range of channels and formats.
- Practical photography, video and editing skills, including the use of mobile devices.
- Experience of conducting interviews and gathering high-quality content.
- Highly organised and adaptable, with the ability to manage multiple priorities in a fast-paced environment.
- Working knowledge of Microsoft 365 applications, including Word, Excel and PowerPoint.
- Full UK driving licence and access to a vehicle for business use, with flexibility to travel as required.
- Degree-level qualification in a relevant subject (e.g. journalism, PR or communications) would be advantageous.
- Strong stakeholder management experience, including working with and advising executive and senior colleagues.
- Demonstrable experience of leading or supporting others, including line management.

Together we are...



Providing and supporting
valued services



Helping to grow the
local economy



Caring for our
health and wellbeing



Looking after
our local environment

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

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|---|---|
| <p>Your duties and responsibilities:</p> | <ul style="list-style-type: none"> - Managing and delivering the internal communications plan, ensuring colleagues are well-informed, engaged and aligned to organisational priorities. - Managing and developing the Internal Communications Co-ordinator, overseeing workload, performance and ongoing development. - Collaborating with People and Operations teams to ensure all colleague communications are clear, consistent and aligned in tone. - Managing and developing internal communications channels, including the app, bulletins and future digital platforms. - Creating high-quality content across a range of channels, including internal platforms, print, website and social media, to engage audiences and reinforce brand messaging. - Organising and delivering in-person and virtual communication sessions with leaders, enabling effective two-way communication. - Leading the development and delivery of reactive and crisis communications related to internal issues, influencing direction and advising senior stakeholders. - Representing Communications as a strategic subject matter expert within crisis and incident response teams, providing guidance to Executive and Leadership teams. - Briefing and coaching senior leaders and colleagues for stakeholder-facing and reputational activity. - Managing the 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 coordinating 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. |
| <p>Financial responsibility:</p> | <ul style="list-style-type: none"> - Keeping a watching brief on photography costs within the Communications budget. - Managing any internal communications costs. |



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.*

I will be trustworthy by:

- Delivering clear, accurate and consistent communications aligned to brand, tone of voice and values.
- Managing sensitive internal messaging with discretion and sound judgement.
- Providing honest, credible advice to senior leaders, particularly during crisis situations.
- Ensuring alignment between internal and external messaging to protect reputation.

I will be helpful by:

- Supporting leaders and teams with clear, practical communications guidance.
- Enabling colleagues to understand key messages, priorities and organisational direction.
- Providing timely, responsive support on communications needs and challenges.
- Sharing insight and best practice to improve communication across the organisation.

I will be respectful by:

- Creating inclusive communications that reflect diverse colleagues and perspectives.
- Listening to feedback and adapting messaging to meet colleague needs.
- Building strong, collaborative relationships across teams and functions.
- Communicating with clarity, fairness and professionalism at all times.

I will inspire others by:

- Creating engaging content that connects colleagues to the Society’s purpose and impact.
- Leading innovative approaches to internal communications and engagement.
- Encouraging open, two-way communication across the organisation.
- Strengthening alignment between internal and external messaging to enhance impact.

I will value people by:

- Recognising and amplifying colleague contributions, stories and achievements.
- Building trusted relationships with leaders and teams across the organisation.
- Encouraging feedback and using it to continuously improve communications.
- Supporting a culture where colleagues feel informed, included and valued.

I will empower others by:

- Taking ownership of the internal communications agenda and delivery.
- Leading communications in fast-paced or high-pressure situations with confidence.
- Using data and insight to shape strategy and drive continuous improvement.
- Proactively identifying opportunities to enhance engagement and alignment.