



Westminster
Abbey

Internal Communications Manager



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A letter from the Deputy Head of Communications



This is a new role for the Abbey, and one we are very excited about. The role has been created to enhance how we connect with our staff and volunteers. It will build upon what we already do but for the first time we'll have someone who is completely dedicated to listening, thinking about and communicating with our staff and volunteers. We're really looking forward to providing this resource and support to everyone.

The successful candidate will be an ambassador for our team; someone who is equally comfortable presenting to senior managers as they are walking around the Abbey chatting to people gathering stories to inform and interest their colleagues.

They will also enjoy explaining new policies and initiatives in a way which is accessible and appealing. And, they will feel inspired by our role in the nation's life, our history and heritage, and have sympathy for the Christian faith.

You will be joining a team of staff and volunteers with roles as varied as librarian, gardener, priest, carpenter and security guard to name but a few, and we are fortunate to work in a beautiful setting with dedicated colleagues who look after each other and take exceptional pride in what they do

Could this be you?

Victoria Ribbons

About Westminster Abbey

Above all else, the Abbey is a church, a place of prayer and praise and holy ground at the heart of the nation. It is also a treasured part of Britain's heritage and a leading venue for tourism. The Abbey has occupied a central place in the celebration of great events for the nation and remains one of the most beautiful architectural masterpieces in Britain.

A living Church, Westminster Abbey is where the coronation of Kings and Queens has taken place since 1066, and where many of the Kings and Queens of England and of the United Kingdom are buried. Principal among them is St Edward the Confessor, King of England from 1042 to 1066, whose shrine is at the heart of the Abbey Church. Beside and around them are buried or commemorated many of the great women and men from almost every century of British history: statesmen and politicians, lawyers, warriors, clerics, writers, artists, musicians.

Neither a cathedral nor a parish church, Westminster Abbey (or the Collegiate Church of St Peter in Westminster to give it its correct title) is a Royal Peculiar under the jurisdiction of a Dean and Chapter and with direct accountability to the Sovereign. This relationship with the Sovereign dates back to the origins of the Abbey over a millennium ago, but its current form stems from the Charter granted to the Abbey by Elizabeth on 21st May 1560.

We are a welcoming community, but also complex and multi-faceted, with nearly 600 highly committed employees and volunteers. We have deep respect for the heritage of which we are the custodians, but we evolve continuously to meet the opportunities of the future. In recent times this has included the creation of new departments to focus on transforming our digital presence and delivering a significantly expanded programme of public and community engagement. In addition, our newly created Employee Engagement Forum and Social Engagement Statement is helping us to support and develop our staff and volunteers. We have also reshaped our governance arrangements, including a new Strategic Board to help us navigate the challenges and opportunities of the coming decades.

About Westminster Abbey

The Dean and Chapter of Westminster defines our Mission in these terms:

To offer daily divine Worship to Almighty God and resource the Church in this vocation;

To serve the Sovereign;

To proclaim the Gospel to the nation and Commonwealth, celebrating the distinctive witness of the Christian faith and engaging with the public square;

To provide a safe, welcoming and inspiring environment for all who come to the Abbey;

To act as responsible stewards of God's gifts.

Our values

As one we serve each other, our visitors and the wider world in all we do with:

Truthfulness

Integrity

Empathy

Excellence

Following the State Funeral of Queen Elizabeth II and the Coronation of King Charles III and Queen Camilla, which were broadcast to national and international audiences in their millions, interest in the Abbey is very strong. We attract over a million visitors from around the world every year, and our summers and peak period are incredibly busy. However, we receive no regular income from the State, the Church of England or the Crown, and rely almost entirely on income from visitors.

It is an exciting time to join the Abbey, and we look forward to receiving your application and if successful, welcoming your contribution to the Abbey's history.

Headlines

Title:	Internal Communications Manager
Salary:	Up to £40,000 per annum
Department:	Communications and Digital
Accountable to:	Deputy Head of Communications, with dotted line to Head of HR
Job Summary:	To work with Abbey teams, particularly Communications & Digital and HR and Engagement to deliver a new internal communications plan, sitting within the Abbey's wider strategy and priorities. You will ensure the Abbey makes the most of its various internal digital and print channels (including the intranet, email, newsletters), alongside in person activities, so that there is a clear understanding of the Abbey's plans, its future ambitions and strategy. As a result, our internal audiences will feel informed, engaged and motivated by the breadth of the Abbey's activities.



Main Duties and Responsibilities

- Oversee a review of the Abbey's intranet, exploring the potential for it to be used by more than 300 staff and a similar number of volunteers.
- Work with the appointed agency on the development of a new intranet platform and review all existing content, identifying opportunities to create and curate new content.
- Create and curate content for use across various print and digital platforms. Write and edit articles and news stories.
- Work in collaboration with HR and Engagement to develop an internal communications calendar, ensuring it aligns with the Communications and Digital communications strategy, and wider Abbey strategy and priorities.
- Plan and draft relevant and engaging content aligned with the Abbey brand for staff and volunteer leaflets, brochures and posters, and promote new policies and procedures.
- Work with HR and other relevant teams to develop and support in person events such as staff induction, awareness weeks, talks and training opportunities.
- Evolve Abbey News, the fortnightly email bulletin sent to staff and volunteers.
- Bring to life the Digital Abbey programme for staff and volunteers. This is a key strategic priority for the Abbey and aims to build lasting engagement with a diverse online global community.
- Work closely with the Abbey's Employee Engagement Forum (EEF) to better understand our audiences and to ensure the work from this group is shared across the organisation.



Main Duties and Responsibilities

- Review and implement a new approach to cascading information and receiving feedback from staff and volunteers across print and digital, enabling senior leaders to make well-informed decisions.
- Promote and advise on the use of the Abbey brand, acting as an information point including the use of logos and templates
- Develop and maintain strong relationships with stakeholders to ensure key information flows across the organisation and network in a timely, transparent, and efficient manner.
- Embed comprehensive communications channels and storytelling processes to ensure our messages are reaching our internal audiences effectively.
- Provide specialist internal communications advice to senior colleagues that inspires and helps upskill communications expertise across the Abbey.
- Keep up to date with industry best practice and share these insights with the team and across the Abbey, where appropriate
- The responsibilities contained within this job description are not exhaustive and may be amended from time to time to reflect the changing needs of Westminster Abbey.



Person Specification

Essential

Education:

- Evidence of professional training offered by relevant organisations.
- Educated to degree level or equivalent experience.

Skills/Aptitudes/Knowledge/Experience:

- Proven professional experience managing internal communications in a complex organisation, preferably a high-profile institution
- Proven experience of working with senior colleagues and being able to excellently cascade clear written information to others
- Ability to research interesting stories that will appeal to internal audiences.
- Demonstrable ability to write in an engaging way; clear, concise and linguistically accurate, bringing information to life to varied audiences.
- Excellent verbal and written communications skills and expertise in using a range of platforms.
- The ability to appreciate the Abbey as a living church and worshipping community and to communicate this to people who may come from different or no faith tradition.
- Demonstrable experience in building platforms that engage a variety of internal audiences.



Person Specification

Essential

Skills/Aptitudes/Knowledge/Experience (continued):

- Solid understanding of the digital platforms and approaches that will drive high engagement.
- Experience using print and digital initiatives to engage a wide and diverse staff and volunteer base.
- Ability to convey complex information in a simple and concise manner

Personal Attributes & Circumstances:

- Ensure good cross-departmental collaboration across all areas of your work.
- Ability to develop good relations and influence people quickly.
- Ability to work collaboratively with key stakeholders.
- Ability to thrive under pressure.
- Ability to work in a small team within a complex organisation.
- A sympathy with the mission of the Abbey and its role as a Christian church.
- Ability to act as an ambassador for the Abbey and Communications and Digital Team.

Desirable

- Working within a similar Church, heritage or visitor attraction setting.
- Previous copywriting experience.
- News sense/journalism skills.
- Use of MailChimp.



Working for Westminster Abbey

Employment Status

This post is permanent

Working Hours

These are 40 hours per week. The normal arrangement of working hours is 9am to 5pm Monday to Friday

Annual Holidays

The full-time holiday entitlement is 31 days per annum, including recognised public holidays, rising to 33 days per annum in the fifth year of service.

Training

On-site training will be provided in all aspects of the job. Any further training needs will be assessed through the probation period and in annual appraisals.

Pension Scheme and Life Assurance

All employees can join a Group Personal Pension plan, where the minimum employee contribution is 3% and the maximum employer contribution is 9% (as determined by the level of the employee contribution). You will be auto-enrolled into our qualifying workplace pension scheme after 3 months, if you meet the eligibility criteria.

All employees are covered by death-in-service life assurance, whether or not they choose to join the pension scheme.

Staff Discount

All employees receive a 20% discount on purchases from the Westminster Abbey shop and a 30% discount on purchases from the Benugo outlets, which serve refreshments.

Season Ticket Loan

A season ticket loan is offered after satisfactory completion of a probationary period, repayable over 10 months.

Medical Insurance

The Abbey will pay 50% of premiums to join a nominated medical insurance scheme after one year's employment.

Uniform

If a uniform and/or Personal Protective Equipment (PPE) is provided, this must be worn at all times.



Next Steps

Ellwood Atfield recruits for organisations that are seeking to influence their external environments and specialises in trade association leadership.

We are specialist headhunters recruiting within communications, public affairs, corporate affairs, sustainability, policy, regulatory, and media relations.

Following interviews with Ellwood Atfield, successful candidates will be invited for first interview with Westminster Abbey on w.c. 6th May and final interviews w.c. 13th May.

Please contact Alexandra Nchidwuor for an initial discussion.



Alexandra Nchidwuor is a Senior Associate Consultant at Ellwood Atfield, specialising in the junior to mid-level market across Communications, Public Affairs and Policy.

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