ABOUT US
We are an international development organisation putting ingenious ideas to work so people in poverty can change their world.

We help people find solutions to some of the world’s toughest problems. Challenges made worse by catastrophic climate change and persistent gender inequality. We work with communities to develop ingenious, lasting and locally owned solutions for agriculture, water and waste management, climate resilience and clean energy. And we share what works with others, so answers that start small can grow big.

We’re a global change-making group, working with communities who are vulnerable to poverty and climate change to support them to change their world. Together we develop innovative, community powered and locally owned solutions that achieve transformative change in lives and livelihoods. And we work with a range of partners, including governments, business and international organisations to ensure improvements are sustained and scaled and to change the systems that keep people poor and vulnerable.

We were founded in 1969 by radical economist EF Schumacher who challenged the development thinking of the time. He believed in solutions suited to context, equipping people with the skills and knowledge to change their situation, economic systems that work for all and living within the planets means. This ethos continues to fuel all our work. Schumacher was the author of ‘Small is Beautiful: A study of economics as if people mattered’. In our work we start ‘small’, ensuring we understand what is already working but we aim big focussing on what will deliver the systems change required.

We have over 50 years of experience working across Africa, Asia and Latin America. Our group consists of a UK registered charity with experienced country teams, an expert consulting service and an independent development publishing company. We combine these specialisms to multiply our impact and help shape a world that works better for everyone.

OUR AIMS
We work across four thematic areas. Much of our most impactful work combines our expertise across issues to solve complex and interconnected problems such as supporting smallholder farmers with renewable energy to increase yields and open up bigger opportunities for the wider economy.

Harnessing energy that transforms for the one billion people without electricity, and the three billion people without clean cooking solutions. We’re bringing together rural communities, displaced people, energy providers and decision makers to put clean energy to work. By 2025, our work with partners will have led to affordable, low-carbon energy access and cleaner cooking for two million people in ‘last mile’ communities and 18 million people through wider systems change.
Building resilience that protects for vulnerable people whose lives and livelihoods are threatened by climate-related and natural hazards. We're working with people threatened by natural and climate related hazards, reducing vulnerability and minimizing the impact on their lives and livelihoods. By 2025, our work with partners will have enhanced risk knowledge systems so that four million people living in hazard-prone, climate-vulnerable communities are better protected.

Making cities fit for people for the millions of people living in urban slums and settlements without proper sanitation, clean water and waste services. Our work with communities is making cities in poorer countries cleaner, healthier, fairer places for people to live and work, with clean water for drinking and sewage safely contained, collected and processed. By 2025, our work with partners will have led to improved water, sanitation and waste management services for one million people living in slum communities and a further 2.4 million people through wider systems change.

Cultivating farming that works for smallholder farmers struggling to make a sufficient income and adapt to the negative effects of climate change. We’re teaming up with smallholder farmers, many of whom are women, so they can adapt to climate change and achieve a good standard of living. By 2025, our work with partners will have improved food security and incomes for two million people in rural communities and a further one million people through wider systems change.
ABOUT THE ROLE

We’re on a mission to transform the way we communicate with and engage our people. Connecting and engaging staff more meaningfully with our mission and building an organisational culture that supports our identity as a global change-making group.

The purpose of this role is to support the organisation in delivering our internal communication and engagement plan through the delivery of a culture of high quality and effective organisational dialogue and staff engagement in relation to: organisational strategy and identity, learning, culture change and other key change initiatives. The post holder will utilise multi-channel and multi-way communications and engagement, ensuring that the right information is distilled, packaged and shared with the right audience for maximum impact. In addition to ensuring that we are delivering clear and engaging messaging to our employees that enthuse, excite and help us achieve impact in the world.

Through this role we want our people to:

- Understand and connect with our organizational identity and how we make change in the world
- To optimise learning and engagement activities/events for professional development and capacity building, to put learning and DEI at the heart of our culture
- Be connected to our aims and priorities
- Share and learn from stories of success
- Display behaviors that reflect our values and personality
SCOPE

<table>
<thead>
<tr>
<th>Title</th>
<th>Global Lead - Staff Engagement and Internal Communications</th>
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<tbody>
<tr>
<td>Reports to</td>
<td>Global Learning and Development Manager</td>
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<tr>
<td>Direct reports</td>
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<tr>
<td>Relationships</td>
<td>CEO, SLT, Country offices and UK teams</td>
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<td></td>
<td>Special focus on People &amp; Culture, Influence and learning, International operations and IT</td>
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<tr>
<td>Location</td>
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<td>Duration</td>
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</tr>
<tr>
<td>Travel</td>
<td>Expected approximately 2-6 weeks per annum</td>
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ACCOUNTABILITIES

Work in collaboration with Senior Leaders to develop and establish a global internal communications and engagement plan in support of our organisational strategy and identity and the cultural and operational changes needed to deliver it.

Develop strong working relationships with directors and the CEO to ensure that Internal Communications is understood and embedded across the organisation, and that executive strategic communications are delivered effectively using a range of channels.

Work with senior leaders and their teams to help them improve dialogue and face-to-face communication within their teams.

Create an environment and culture of multi-way dialogue, reinforcing and leading a culture shift away from more traditional push communications.

Play a key role in helping to shape and support a positive and collaborative culture that reflects our values as an organisation through effective and engaging internal messaging.

Liaise with Change Hub Leads and Knowledge and Learning to ensure that the work of the Hubs is shared effectively within the organisation.

Communicate global learning and development activity and create dynamic tools that increase staff engagement in learning, keep people up to date and encourage, sharing, promotion of learning and development case studies/stories photos and news globally.

Develop, maintain and deliver an annual internal communications calendar - covering key moments in the business cycle, organisational projects and initiatives, and in coordination with external communications and crisis and reputation situations.

Lead and coordinate a global network of people with internal communications responsibility and bring to life a distributed model of communication (editorial, production and delivery).

Work with internal stakeholders to design and deliver end-to-end internal engagement plans and campaigns to inspire and engage our people about our most important activities and all the great things happening in Practical Action. Lead on internal communications campaigns in support of all significant change projects.

Work with the Communications and Marketing team to internally share and curate content primarily created for external audiences, in service of reinforcing our organisational identity.
Plan commission, edit, design and write content for documents and channels.

Encourage consistency of messaging across platforms and use alternative methods and approaches to increase the impact and engagement with messaging.

Co-ordinate regular updates about the organisation and create opportunities for feedback and questions to enable multi way dialogue across all channels.

Establish relevant performance metrics, benchmark and take ongoing measurement of communication effectiveness, adapting future activity accordingly.

Plan and deliver face-to-face and on-line employee events and, on occasion, support the Global Learning and Development Advisor in the delivery of staff training

Create and embed mechanisms for employee voice that include pulse surveys.

Encourage and improve the use of existing communication channels, such as SharePoint, Yammer, email bulletins and events to maximise their effectiveness as internal communications platforms.

Set up and lead a cross functional team / RCO Steering Group to conduct a landscape review of internal digital communication platforms. Collaborate with People and Culture, IT, Marketing & Communications and relevant others to identify the functional or cultural blockages on our digital platforms, across all Practical Action geographies.

Based on review findings, make recommendations to the Group Management Team in order to improve efficiency and keep our global workforce connected and up to date. Provide the best possible user experience, support, ease of collaboration and engagement.

Work with the Steering group to develop a roadmap to scope, test, introduce and embed any new channels or systems identified and agreed from within the review

**PERSON PROFILE**

To be successful in the role, the ideal candidate will be able to demonstrate:

- Experience in developing and implementing effective internal communications plan across a range of channels, including face to face, digital and print media
- Established influencing skills and experience of working with senior management and other stakeholders
- Ability to manage and coach less experienced internal communications professionals to build capability
- Exceptional written and verbal communication skills
- A natural connector, making a strong, credible, personal impression on others
- Ability to write and edit content that is optimised for digital delivery
- Resilient and comfortable with complexity
- Able to deal well with ambiguity, working adeptly with leaders to effectively articulate messages that may be sensitive, unclear or still evolving
- Full of ideas, drive continuous improvement and be able to switch between the big picture and attention to detail
- A proactive can-do attitude, a creative mindset, and be ready to drive cultural change
- Experience of working and co-ordinating activity between international offices