



Senior Internal Communications Officer

Service	Reporting to	Location	Grade
Communications	Head of Communications	Salford Civic Centre, Chorley Road, Swinton, Salford, M27 5AW and hybrid	4A

About the role

- As Senior Internal Communications Officer at Salford City Council, you will act as the strategic lead for all internal communication activity, shaping a clear, organisation wide approach to engaging, informing and connecting a diverse workforce of 4,500 staff working across desk-based, frontline, and essential service roles. You'll shape and deliver an internal communications strategy that keeps colleagues informed, inspired and aligned with the council's priorities, culture and values.
- You will set the strategic direction, governance and standards for all internal communication, ensuring alignment to Salford City Council's brand guidelines and Corporate Plan. As a senior internal communications advisor, you will provide communications support to our Corporate Management Team and senior leaders, influence directorates, and work alongside our HR team to strengthen our organisational culture.
- In this role, you will champion clear, inclusive and purposeful communication using a blend of digital channels, face-to-face engagement and creative storytelling to reach people wherever they work. You will work closely with senior leaders and services across the organisation to ensure staff understand key decisions, feel part of a shared mission, and have the information they need to deliver for Salford's residents.
- This is a pivotal leadership position for someone who can build strong internal and external relationships, drive forward a connected internal culture, and bring clarity, consistency and energy to internal communication across the council.

Key outcomes

1. Lead the internal communications and engagement strategy

- Act as a strategic lead for all internal communications activity across the council, setting organisation wide standards and long-term direction.

- Create a clear, measurable internal communications strategy and plan aligned with our corporate priorities and values as outlined in our Corporate Plan.
- Design communication campaigns, narratives and channels that reach all staff in the most engaging ways from frontline operatives to corporate management.
- Provide strategic insight using data and analytics (engagement metrics, usage of intranet/email/Viva) to inform and refine strategy.
- Act as an internal communications specialist and partner with all directorates across the authority to enable regular and consistent internal communication across the organisation.
- Act as the business partner for internal communication requirements for the Corporate Services directorate.
- Develop effective approaches to ensure hard-to-reach and frontline staff groups receive timely and accessible communication.

2. Lead content creation, editorial governance and channel optimisation

- Oversee and shape content across our main internal channels: staff email briefings, intranet, directorate blogs, Teams and Viva Engage and ensure that the content is consistent with our staff 'voice' and organisational values, and is produced with appropriate regulatory, and reviewed for effectiveness.
- Work with the Head of Communications and provide expert advice on editorial decisions on all internal communications, ensuring content is inclusive, accessible, relevant and timely for different staff groups.
- Manage the cadence, tone and format of communications (written articles, video, presentations, all-staff briefings) to engage staff meaningfully.
- Lead the production of a weekly staff bulletin featuring internal updates, key organisational information, external news and events relevant to staff.
- Manage the council's brand, ensuring that all internal communications are on brand and adhere to brand guidelines and accessibility guidelines.

3. Lead the communications for council-wide events

- Lead the content planning and communications requirements to support the delivery of all-staff events (virtual and in-person), including "town halls", Big Questions, Directorate updates, leadership updates.
- Work collaboratively with HR and Organisational Development, and other directorates, to ensure engagement activities are supported by high quality communication.

4. Provide senior leadership and change communication support

- Serve as the council's senior internal communications specialist on internal communication.
- Provide strategic counsel to the Chief Executive, corporate management team and senior leaders on internal messaging, messaging priorities, risk and staff sentiment, especially during major projects, policy changes or sensitive issues.
- Prepare leadership materials, including briefings, talking points, scripts, presentations or FAQs for leadership teams.

- Act with delegated authority from the Head of Communications to approve urgent or high-risk internal messaging, where appropriate and based on need, during sensitive or crisis situations.

5. Embed two-way communication and employee feedback

- Implement and oversee feedback mechanisms (pulse checks, polls, forums) to understand staff sentiment, topics of concern and communication gaps to strengthen our staff voice.
- Take a proactive role in the development and delivery of a staff survey, ensuring that it collects and provides feedback for senior leaders, and make recommendations for staff communication and engagement.
- Work collaboratively with HR & OD (Organisational Development) functions responsible for engagement to ensure that insight and feedback from staff is used as an evidence base to inform strategic internal communication.
- Encourage and enable upward feedback, so leadership hears from staff and responds.
- Work with HR, OD and Equality and Diversity and Inclusion Leads to surface themes and storytelling and help influence change.
- Strengthen communication with staff groups such as the Salford 100 and This is Me Chairs, and Trade Unions ensuring they are well supported and integrated into our wider communications approach.

6. Manage and develop your direct report

- Line-manage the Internal Communications Officer and set objectives, provide coaching, and support professional development.
- Delegate tasks effectively; ensure high-quality output and consistent messaging.
- Foster collaboration and alignment between internal comms and other parts of the communications team.
- Ensure consistent messaging, quality control and effective delegation.

7. Collaborate with the wider communications team

- Collaborate with the Change Communications team and deputise for the Senior Change Communications Officer as and when required in their absence.
- Collaborate with the Digital, Design and Creative team and Campaigns team as required, and work in squads to effectively develop content and assets.
- Collaborate with the Media and News team to ensure that employees are aware of external news stories.
- Support the development of crisis communications plans and manage reactive responses that relate to all staff.
- Report upwards to the Head of Communications where escalation is needed.

8. Evaluate and improve internal communications

- Develop KPIs and use data to evaluate communication effectiveness, channel performance (e.g. open rates, intranet engagement, event attendance, feedback).
- Report regularly to the Head of Communications and senior stakeholders on performance, impact and risks, using evidence to identify trends, mitigations and opportunities.

- Identify and implement opportunities to make improvements in processes, governance, channel use, content strategy, and resource allocation.
- Manage the internal communications budget and commission external services or suppliers as required.

9. Maintain internal communication governance

- Lead the development and maintenance of internal communications policies and standards (e.g., guidelines for all-staff emails, intranet governance).
- Work with stakeholders (IT, HR, service leads) to ensure consistency, avoid duplication or messaging overload, and maintain editorial oversight.
- Ensure internal communications uphold Salford City Council's values, tone of voice, and brand and style guidelines.
- Represent the Communications Team at cross-council meetings, related to internal communication, culture, engagement, well-being, diversity and inclusion and organisational change.

What we need from you

- To model and demonstrate our values and behaviours.
- A degree or professional qualification in communications or public relations.
- Evidence of continuous learning.
- Proven experience in internal communications, preferably within local government or similar public sector organisations.
- Exceptional written and verbal communication skills, with the ability to convey complex information clearly and effectively.
- Strong interpersonal skills, capable of building relationships across all levels of the organisation.
- Creative thinking and problem-solving abilities to develop innovative communication solutions.
- Proficiency in digital communication tools, including intranet platforms and social media.
- Knowledge of local government priorities and challenges.
- Strong expertise in internal communications and internal stakeholder management.
- Proven ability to handle sensitive issues with discretion and professionalism.
- Internal crisis communications management skills and experience.
- Analytical skills to measure the effectiveness of internal communications campaigns and strategies.
- Understanding of local government operations and challenges.
- Experience of working in political environments.
- Strong and demonstrable background in multi-channel internal communications campaigns.
- Ideally have local government internal communications experience.
- Strong project management and organisational skills.
- Analytical skills with experience in data interpretation and reporting.
- Experience in supporting organisational communications strategies.

- Support the team's ability to deliver effective campaigns which support agreed council priorities.
- Be effective at prioritising demand requests and workload.
- Skilled in developing key messaging for internal campaigns.
- Have an understanding of what good practice public sector internal communications looks like, and how to deliver it.
- The capacity to respond promptly to unforeseen demands.
- Ability to influence and collaborate with colleagues, elected members and partners.
- Take responsibility for self-development and identifying opportunities to learn new skills.
- Have an understanding of all internal council policies, and wider legal requirements in areas including GDPR and use of data across all council campaigns.

What we can offer you

Your ongoing professional development and success in your role is important to us, and that is why we provide a variety of learning and development opportunities. Within the sections below you will find development options tailored to you which will enable you to further develop your existing skills and learn new ones at a pace that suits you best. If you are joining us now, your development will form part of ongoing discussions with your manager. If you are an existing employee, you should use your Personal Development Reviews to discuss your development with your manager and create your development journey. It's important you also take full advantage of any informal learning available to you during the course of your work.

Online learning

Develop your knowledge across a wide range of areas through our Me-Learning platform, with over 200 free courses to choose from. To have the best possible start and comply with current legislation, you must complete the following modules: Welcome to Salford, Health and Safety in the Office, GDPR, Equality Essentials, and Safeguarding Children and Adults. You may also benefit from a variety of courses in categories such as Business Skills, IT and Project Management which are available to learn at your own convenience and pace.

Professional Development

Gain role specific skills and time to learn through a wide range of development opportunities. Learn whilst working and get support towards your qualification through an apprenticeship standard. Access professional development ranging from entry level to master's type qualifications, including achieving a role appropriate qualification. Details can be found on [the Institute of apprenticeships](https://www.instituteforapprenticeships.org/) website.

Tailored Development

Support to be provided for specific training that assists with the development of the role and future trends and opportunities, as appropriate.

A digital organisation

Developing your digital skills

Our ambition is to provide our workforce with the right level of digital capabilities needed to be successful. Whatever your current digital abilities are, we can provide development ranging from essential workplace skills to specialist workplace skills. These will be delivered through our Digital Skills Academy using both self-directed and guided learning opportunities to enable you to develop. Additionally, you can access free online courses through the [iDea website](#).

Sharing your digital skills

Our goal is to support you to share your digital knowledge with other people. Our Digital Eagles programme has been designed to cover basic digital skills and build your confidence to assist others. By the end of this programme you will join hundreds of staff members who already are digital eagles, and be able to help colleagues, customers, residents, or people in your personal life with all things digital.

Our organisation's values

We have four values: Pride, Passion, People, Personal responsibility.

[Our four values](#) are central to the way we communicate about the council and the way in which we behave with colleagues, customers, and partners - so that we live and breathe our values each day.

Our values



Pride

Passion

People

Personal responsibility

Application guidance

We are a values-based organisation so reflecting our values or a values-based approach in your evidence will support your application.

The different sections of this role profile are there to give you an understanding of the purpose of the role. The 'what we need from you' section outlines the minimum criteria you will need to meet within your application.

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Salford City Council

Role details

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