

# Internal and transformation communications lead



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> People Directorate > Corporate Affairs Function

## What's it all about

This is an exciting time to be part of NHG's transformation. We are one of London's larger housing associations, providing social and affordable homes for more than 130,000 people. As Internal and Transformation Communications Lead, you will lead the development and delivery of an inclusive and effective communications programme. Your work will connect NHG's 1,800 people to our social purpose, our transformation, our strategy, our residents and our transformation as a purpose-led business.

You will deliver an integrated multi-channel internal communications programme, translating business priorities and complex change initiatives into clear, engaging narratives that help engage and inform colleagues. Your work will support performance improvement across the business and the successful adoption of new ways of working, reduce uncertainty during periods of change, and ensure communication is consistent, timely and aligned with our organisational priorities.

This is a key role that requires close collaboration with leaders across NHG as part of the senior leadership team within the Corporate Affairs Function.

## How you'll make a difference

You'll design and deliver internal communications that inform, inspire and engage our 1,800 employees at a critical point of performance improvement and transformation. Your work will be creative and energising, informed by deep understanding of our business and the challenges facing NHG. Your role will play a critical part in helping colleagues navigate one of the most important periods of change for the organisation. You will bring experience of transformation and change communications in the housing sector or another relevant context.

Supported by colleagues across a renewed Corporate Affairs team, your work will increase engagement rates and build a sense of purpose in our workforce. This will mean tangible progress towards being a truly resident-focussed organisation.

## How you'll do it

- Develop and inspire a small team of internal communications and engagement professionals, ensuring high performance, innovation and continuous improvement.
- Working with the Corporate Affairs Director and external consultants as needed, develop and implement a robust internal communications strategy aligned with our organisational goals, values, and transformation priorities.
- Develop and deliver an integrated communications strategy for NHG's transformation, leading with clear, compelling narratives that help colleagues understand the context, purpose and impact of transformation.
- Collaborate with the internal communications business partner for the Operations directorate to ensure all programmes resonate with our 1,200 customer-facing colleagues.
- Partner with the Head of Brand and Corporate Communications and with the Head of External Communications to develop aligned plans that tell NHG's story consistently across our internal and external audiences.
- Leadership communications: advise the CEO and Executive Board on effective internal communications and engagement, providing them with the resources and support they need to be exceptional communicators – in particular to articulate the purpose of transformation and build confidence in NHG's direction.
- Oversee all internal communications across internal channels including digital platforms, the intranet, email campaigns and live events, including NHG's monthly townhall meetings, as part of a strategic and engaging cascade of information to colleagues.
- Equip senior leaders and line managers with the tools and messaging they need to communicate change confidently and consistently, including leadership briefings, toolkits and engagement materials to

support effective communication across teams.

- Drive initiatives that embed our values and strengthen a shared inclusive culture - ensuring communication reflects and celebrates the diversity of our people, especially across frontline and geographically dispersed teams.
- Develop an aligned NHG-wide approach to manager cascade and employee volunteering which drives organisational transformation and performance improvement.
- Use data and colleague insight to ensure communications reflect diverse experiences and are accessible and relevant for all colleagues.
- Work with colleagues in the Corporate Affairs Function to develop and optimise internal channels (Milo, email, Teams, signage and screens) to enhance reach and accessibility, utilising AI and new innovations where appropriate
- Oversee the development and delivery of an NHG employee volunteering programme by the Volunteering and engagement officer.
- Role model inclusive and values-led leadership, fostering trust, collaboration and accountability.
- Ensure that you follow and keep up to date with all relevant Notting Hill Genesis and statutory policies and related procedures including health and safety and financial regulations.
- Line manage the Volunteering and engagement officer, internal communications officer and other colleagues as required.
- Hybrid arrangements - at least two days a week in an office. On other days, working from home may be possible, depending on the work and the interaction required.

## All about you

### Behaviours for success

Our values set out what we stand for. You'll need to show us how you match them and how you'll behave to ensure those are visible when carrying out your work.

- Compassionate
- Progressive
- Dependable
- Inclusive
- Empowered

For each value, we've created example behaviours to help you understand our expectations in more detail. Please [refer to the framework](#). This role is at **manager** level.

This is a people manager role. Please [refer to our people manager standards](#). **(Delete if this isn't relevant)**

### Essential knowledge, experience and skills including qualifications and professional membership

- Proven track record of developing and leading internal communications and engagement programmes that drive engagement, alignment and cultural change.
- Experience of embedding brand, values and organisational narrative through internal communications and engagement.
- Excellent stakeholder management skills, with experience advising senior leadership and cross-functional teams.
- Exceptional qualities as a business partner.
- Excellent written, verbal and visual communication skills, with the ability to distil complex issues into clear, compelling messaging.
- Experience of delivering communications and engagement through organisational change, including restructures, transformation programmes or crisis response.
- Good understanding of employee engagement theory and best practice.



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- Experience working with frontline or dispersed workforces with varying levels of digital access and communication needs.
- Strong project management and planning skills with attention to detail and deadlines.
- Familiarity with digital internal communication platforms.
- Awareness of emerging digital and AI-enabled communication tools.