

DN COLLEGES GROUP

Ambition	To achieve the highest standards
Support	A caring, safe and inclusive environment
Partnership	Collaborative working to achieve shared goals
Innovation	We use our initiative and are agile in finding creative solutions
Responsibility	We take individual and collective responsibility
Equality	We work with integrity and are open, honest and respectful of each other

Job Title: Internal Communications Assistant

Salary: Grade 4 £27,944 – £30,468 per annum

Curriculum Area/Department: People Services

Responsible To: Associate Director of HR Services

Job Purpose

The Internal Communications Assistant supports the effective communication of organisational priorities, people initiatives, and development opportunities across DN Colleges Group.

Based on Organisational Development and the wider HR function, the role helps connect business strategy with employee engagement, learning and development activity, and talent attraction. The focus is on ensuring people-related initiatives have appropriate reach, visibility, and clarity so colleagues understand and can engage with what is available.

Working closely with the Associate Director of HR Services, HR and OD colleagues, the post holder supports clear, timely, and well-judged internal communications. The role involves working with sensitive information and requires good judgement, discretion, and an understanding of the HR context. The post does not include line management responsibility and operates as part of a collaborative HR team.

The role will involve:

Developing Internal Communications Approach

- Support the development of a new internal communications approach across DN Colleges, working closely with the Associate Director to contribute to plans as they are developed.
- Assist with the rollout and day-to-day use of new internal communication tools and formats, once introduced, supporting consistent and effective communication across the organisation.
- Work in partnership with the Associate Director, HR, and OD colleagues to understand organisational priorities and support aligned internal communications activity.
- Contribute ideas and hands-on support to internal engagement activity, helping improve how information and initiatives are shared across the organisation.

Content Creation and Delivery

- Create clear, engaging, and appropriately aligned internal communications content, adapting tone and style to suit different employee groups.
- Coordinate the scheduling, distribution, and publication of internal communications to ensure messages are shared clearly and at the right time.
- Proofread and quality-check communications before distribution, ensuring accuracy, clarity, and consistency with internal brand guidelines.
- Support targeted communications to engage employees who are harder to reach or less connected to standard communication channels

Supporting Staff Development and Talent Attraction

- Support the promotion of staff development and learning opportunities by helping communicate what is available, what is currently running, and what is coming up, ensuring colleagues are aware of and can access relevant support.
- Work closely with HR, OD, and learning colleagues to share clear, timely, and engaging information about development programmes, initiatives, and opportunities that support employee growth and retention.
- Help raise awareness of organisational initiatives that support career development, wellbeing, and engagement through effective internal communications.
- Provide internal communications support for recruitment and attraction activity, working closely with the Talent Acquisition Manager.
- Support the Talent Acquisition Manager by helping communicate vacancies, referral activity, and key recruitment messages internally, ensuring alignment with agreed employer branding and organisational values.
- Act as a linking point between HR, Talent Acquisition, and Marketing colleagues to help ensure messaging is consistent and reflects the organisation's culture and people priorities.
- Support the sharing of positive stories, achievements, and employee experiences that contribute to the organisation's reputation as a place to work, in line with agreed messaging.

Stakeholder Relationship Management

- Liaise with managers and teams to understand communication needs and help adapt messages for different college areas and audiences.
- Build effective working relationships with leaders, HR colleagues, and employees to support regular and open communication.
- Provide first-line advice to managers on appropriate communication channels, messaging, and tone, escalating or seeking guidance where needed.
- Act as the day-to-day point of contact for internal communications activity within HR, while receiving strategic direction and support from the Associate Director.

Engagement, Feedback and Insight

- Support the collection of employee feedback through surveys, focus groups, and other channels to help understand engagement and communication effectiveness.
- Assist in monitoring engagement metrics and feedback, sharing insights and observations with the Associate Director to inform future improvements.
- Help establish and maintain two-way communication channels that support openness, engagement, and understanding of organisational values.

Organisation and Project Support

- Manage multiple communication tasks at the same time, prioritising work to meet deadlines in a developing and evolving environment.
- Maintain organised records of communications activity to support consistency, evaluation, and future planning.

Professional Development

The post holder is expected to maintain up-to-date knowledge and expertise within their specialist areas and wider sector developments. This includes active participation in staff development activities, contributing to the sharing of good practice, and ensuring the timely submission of CPD records.

The post holder will participate fully in the College's performance review and appraisal processes, taking responsibility for their own continuous professional growth and alignment with organisational priorities.

Additional Duties

The post holder will:

- Work collaboratively with managers and colleagues to support the development of a high-performing, learning-focused organisational culture.
- Contribute to and facilitate positive cultural change across the College.
- Commit to and uphold all organisational policies, processes, values and objectives relating to Equality, Diversity & Inclusion; Health & Safety; Safeguarding; Prevent; and Data Protection.
- Undertake additional duties as required to meet the needs of the College, where such duties reasonably correspond to the general nature and level of the role.

Note: Duties and responsibilities may be reviewed and amended in response to changing organisational requirements. The post holder will be consulted on any such changes.

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JOB TITLE: Internal Communications Assistant			POST NO:	RESPONSIBLE TO	Associate Director - HR	
				RESPONSIBLE FOR	Recruitment Administrators	
SPECIFIC ATTRIBUTES	No	ESSENTIAL CRITERIA	HOW MEASURED	No	DESIRABLE CRITERIA	HOW MEASURED
A Education and Qualifications	1	Qualification, training or experience in communications, HR, marketing, media or a related subject	Application form	3	CIPD level 3, CIM level 3 or NCTJ level 3 or above	Application form
	2	Evidence of ongoing learning or interest in developing a career in organisational development (OD) or communications	Application form			
B Work Experience	1	Experience working in HR/OD, communications or an administrative role where written communication formed a regular part of the role	Application form	3	Experience producing or supporting internal communications such as emails, updates, newsletters or intranet content.	Application form
	2	Experience working with multiple stakeholders or teams to gather information or support communication activity	Application form/Interview	4	Experience supporting HR, OD, learning or recruitment activity (e.g. promoting opportunities, sharing updates, coordinating information)	Application form

C	Specific Skills, Aptitudes and Knowledge	1	Ability to write clear, accurate and engaging content for different audiences	Interview/Task	7	Understanding of the importance of consistent messaging, tone, and branding in internal communications	Interview
		2	Good verbal communication skills with the ability to explain information clearly	Interview/Task			
		3	Strong organisational skills, with the ability to manage multiple tasks and meet deadlines	Interview/Task			
		4	Good attention to detail, including proof reading and quality checking communications before distribution	Application form			
		5	Ability to use Microsoft Office tools, particularly Outlook, Word and PowerPoint	Interview			
		6	Ability to summarise information clearly and highlight key messages	Interview			

D	Personal Qualities	1	Able to work independently on day-to-day tasks while recognising when support or guidance is needed	Interview				
		2	Approachable and collaborative, with the ability to build positive working relationships	Interview				
		3	Flexible and adaptable, comfortable working in a role where processes and approaches are still developing	Interview				
		4	Proactive, with a willingness to suggest improvements and contribute ideas	Interview				
		5	Interested in employee engagement, communication, and supporting a positive organisational culture	Application Form				
MANAGER COMPLETING PERSON SPECIFICATION:							DATE:	

SUMMARY OF TERMS AND CONDITIONS (INCLUDING REMUNERATION)

Perm/Temp	Permanent
Grade and Salary	£27,944 - £30,468 per annum
Hours	35.5 hours per week
Part-time working	Optime Support Ltd is prepared to consider applications for a fraction of the hours advertised. Most posts are suitable for job share, joint applications are welcome. However, applicants who want part-time work but have no job share partner are encouraged to apply as Optime Support Ltd can usually make adjustments to accommodate different working arrangements.
Flexible working	Employees are expected to be flexible, hours of work can be subject to averaging. DNCG sites are open during the evening and at weekends to a limited extent. The specific details applicable to this post will be discussed at interview.
Annual Holiday	30 bookable days Plus 8 public holidays Plus two weeks at Christmas
Level of Disclosure for this post	Enhanced.
Costs incurred as a result of employment	All reasonable costs incurred as a result of carrying out the responsibilities of the post (additional travel, subsistence etc.) are reimbursed provided that approval, was obtained in advance. Claims (supported by receipts) are submitted on a monthly basis (more often if appropriate) for processing.
Smoking	The College has designated smoking areas on site.
Uniform	Employees are expected to wear a uniform if one is provided.
Pension	Optime Support Ltd offers a group personal pension scheme.
Health Scheme	Employees of Optime Support Ltd may join the Health Scheme.
Union	Employees may join a Trade Union. The Group recognises Unison/UCU/NEU.