

Regional Internal Communications Manager

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Company: IFS

Location: Staines-upon-Thames

Category: other-general

Job Description

The Regional Internal Communications Manager role will be an exciting, dynamic role, at the heart of a high performing evolving global sales team. Reporting into the Regional Marketing VP, primarily the role will support the Regional President working with them directly to design, define and execute regular Internal Communications. Articulating the team values, key calls to actions, celebrating regional and local success and CSR contributions from colleagues and teams. The role will also cover Executive social media for key players, with help from the IFS Digital Communications team, Regional Executive PR Strategy working again with the Global PR team, and Sales Communications. IFS is a people business, supporting customers with large operational workforces. People are our business and great communications are key to our success.

RESPONSIBILITIES

As Regional Internal Communications Manager, you can expect your role to typically involve some or all of the following:

Establish an internal communications strategy in conjunction with the Regional President, Regional Marketing VP and Senior Executives

Ensure organizational initiatives, projects and sales initiatives are successfully communicated to employees and stakeholders

Plan, edit and write content for a variety of internal communications mediums, weekly Workplace

posts, quarterly All Hands etc. You may also be asked to develop the design and layout of presentations, and straplines to reinforce our team values and core messages.

Storyboard or translate ideas to the Global Marketing Creative Team for image and template creation.

Own and be accountable for Exec Social posting creating Exec content, regional content and reuse of central Digital Communications aligned to the Executive Communications Strategy

Regional Exec Social Planning, via platforms such as LinkedIn and X

Track and monitor communications impact and proactively seek continual feedback from the team and stakeholders.

Draft messages or scripts from senior executives for presentation to employees, customers in written or spoken form.

Ensure internal communication messages are consistent with external communication messages.

Act as the point of contact for the Global PR team, to provide agency response rates and reports.

Coordinate media replies with Regional Spokespeople in an accurate and speedy manor

Promote media coverage into Regional Sales Teams

Work alongside the Global PR team and provide suggestions on the appropriate representative from the region.

Work with the Marketing team on power messages for the region and ensure they are reflected in the internal communications. Helping the Marketing team with sales enablement of campaign launch.

Collaboratively working with the Global PR team, develop and co-ordinate PR and Comms champions based on Sales Campaigns and PR requests across the region

Advise senior executives of developments throughout the organization, either face to face or through regular written communication

Work with Neurodiverse colleagues with proof reading and quality for critical

communications.

Qualifications

Writing skills: You need excellent writing, editing and proofreading skills as well as the journalistic ability to source stories from employees

Organizational Insight: perceptiveness to IFS and Regional goals and values with the ability to relay them to employees. A knowledge of the SaaS market sector and IFS products and solutions

Social skills: You need good social and relationship-building skills in order to work across key stakeholders. You also need the confidence to deal with senior executives and explain communication techniques to them.

Creative skills: You need the creative ability to devise communication strategies.

Digital skills: Familiarity with information technology, especially digital and video means of communication, is essential.

Sales Appreciation: Knowledge or proven history of working with a dynamic fast paced sale team

Preferred: written and verbal skills in English and French

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