

**Senior Internal Communications**

**Officer**



**JOINING  
YOUNG**

# What's the problem?

**1 in 6** children and young people aged 5-16 suffer from a diagnosable mental health disorder - that's around 5 in every class.

**Half** of all mental health problems manifest by the age of 14, with **75%** by age 24.

**3 in 4** children with a diagnosable mental health condition do not get access to the support that they need.

Nearly **half** of 17-19 year olds with a diagnosable mental health disorder has self-harmed or attempted suicide at some point.

But we believe things can get better.



## Who we are

We are leading the movement to make sure every young person gets the mental health support they need, when they need it, no matter what.

We provide young people with tools to look after their mental health. We empower adults to be the best support they can be to the young people in their lives. And we amplify young voices to change the world we live in.

### **Our purpose:**

To stop young people's mental health reaching crisis point

### **Our vision:**

A world where no young person feels alone with their mental health

### **Our mission:**

To make sure all young people can get the mental health support they need, when they need it, no matter what

## Our goals

To keep ourselves focused and on track, we've set out three strategic aims:

1. Helping young people to look after their own mental health
2. Making sure young people have adults around them who can really help
3. Building a youth-led movement to make sure support is there for any one who needs it



## Helping young people to look after their own mental health

We will provide young people with reassurance and advice to help them make positive choices for their mental health and know what to do next if they are struggling.

## Making sure young people have adults around them who can really help

Whenever a young person opens up about their mental health to an adult they trust, we want them to find someone who really gets it and can respond positively.

## Building a youth-led movement to make sure support is there for anyone who needs it

By building a movement for change, through which young people can create the societal changes they want to see, we know that far more young people will get the support they need.

“I’m proud that YoungMinds genuinely uses the voice of young people to guide their approach as a charity and change the misconceptions around mental health.”

**Alex, YoungMinds Youth Panel**



## Where we work:

YoungMinds is based close to London Bridge in Central London, although as an organisation, we are active all over the UK.

Our address is: 4th Floor India House, 45 Curlew St, London, SE1 2ND.

We are well served by public transport links: - local mainline stations are London Bridge and Waterloo. The nearest London Underground stations are London Bridge (Jubilee Line) and Borough (Northern Line).

## When we work:

Standard Office hours are 9.30am – 5.30pm, with a one hour unpaid lunch break.

Some of our employees work non-standard hours - we have a number of part-time staff, and some of our team work on a sessional basis.

YoungMinds recognises the importance of helping its employees balance their work and home life and so we have a Flexible Working Policy in place. Any employee can make a request for flexible working. Whilst we cannot guarantee to accommodate a flexible working application, we do guarantee that we will carefully consider any request made.

## Equal opportunities:

YoungMinds is fully committed to eliminating discrimination and promoting equality and diversity in our workforce and employment practices, in the work we undertake, and in the provision of all our services.

We therefore expect all of YoungMinds staff to be willing and able to make a positive contribution to the promotion and implementation of YoungMinds' Equality and Diversity policy.

## Safeguarding:

YoungMinds is committed to safeguarding and promoting the welfare of children and young people and we therefore expect all staff and volunteers to do the same. We ask all staff to undertake safeguarding training when they join us.



## Pre-employment checks:

Due to the nature of the work we do, before starting with YoungMinds, the following checks are carried out:

**Reference check:** All job offers are conditional on the receipt of satisfactory references.

**DBS check:** We ask our employees to complete an Disclosure and Barring Service (Criminal Records Bureau) Check. The level required will depend on the role you are applying for and will be confirmed to you as part of the recruitment process.

**NB:** A previous conviction will not necessarily prevent you from joining YoungMinds. YoungMinds is committed to treating all applicants and employees fairly.

**Identity check:** We are also obliged to confirm your identity and obtain proof of your right to work in the UK.

## When you join:

All new staff benefit from a full induction with both the People department and their team, as well as our core training programme, ongoing support and personal development

## Probationary period:

All our posts are subject to an initial probationary period. This varies according to the length and type of the contract.



We offer our staff a wide range of health, wellbeing, lifestyle and financial benefits to ensure that we fully support all staff.

Benefit	Full Time	Part Time	Zero Hour
Holiday – 25 days plus 8 bank holidays and 3 days off for Christmas closure (pro-rated for part time) + an extra 2 days after 3 years' service	Y	Pro-rated	Pro-rated
Employee Assistance Programme	Y	Y	Y
Regular activities such as Lunch and Learn and Book Club	Y	Y	Y
Pension - Employer 5% with minimum employee contribution at 3%. Subject to terms and conditions, pension contributions will begin automatically	Y	If minimum requirements met	If minimum requirements met
Cycle to work Scheme	Y	Y	Y
Travel loan (Available on completed probation)	Y	Y	N
Free early eye tests and money towards your glasses	Y	Y	Y
Commitment to continued professional development	Y	Y	If earning enough to be deductible
Access to Corporate Membership Prices for TasteCard	Y	Y	Y
Weekly fruit baskets in the office kitchens	Y	Y	Y

# Benefits

# Completing a YoungMinds employee application form

If you have any questions about completing the application form / the application process, please contact the People team ([atrecruitment@youngminds.org.uk](mailto:atrecruitment@youngminds.org.uk)).

We strongly recommend you look through the YoungMinds website before starting the application form. You may either type or write in black pen to complete your application form.

## Personal details and availability

Fill out this section making sure all details are correct.

## Education and qualifications

Ensure to include all relevant qualifications and level achieved.

## IT skills

Please provide details as requested.

## Training

Please give details of any training courses you have completed.

## Professional bodies

Please state whether you are a member of any professional bodies, indicating your level of membership and qualification.

## Eligibility to work in the United Kingdom

You must be eligible to work in the UK. We are currently unable to support visa applications.

## Employment history

Please start with your current or most recent employer and give a brief description of your main responsibilities of that role. These descriptions do not have to be very long as you will have an opportunity to expand on certain aspects in the Statement of Suitability section.

Please list all previous positions of employment and ensure you account for any gaps in your employment history.

## Statement of suitability

Outline all relevant skills, experience and training appropriate to this post. As we shortlist against the criteria you should relate your application to the requirements set out in the person specification (providing examples).

# Completing the application form



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## Referees

Always ask your referees permission before giving their contact details for your application.

Your referees should be your current or previous line manager, academic tutor or a volunteer manager if applicable. Do not give details of family, friends or colleagues.

We reserve the right to request to approach any previous employer if deemed necessary.

Referees will only be contacted after an offer has been made. We will confirm this with you before we approach your referees. If there is a problem with this then please contact us.

Completing the application form



## JOB DESCRIPTION

<b>Job title:</b> Senior Internal Communications Officer	<b>Salary:</b> £ 36,712-40,791
<b>Hours:</b> Full Time	<b>Based at:</b> London Bridge Office
<b>Reports to:</b> Senior Internal Communications Manager	<b>Contract:</b> Permanent
<b>Closing date for application forms:</b> 12 February 2026, 5pm	<b>Interview date/s:</b> W/c 2 March

### Job purpose:

Over the last few years, the Internal Communications function has become more established and embedded in life at YoungMinds. The internal communications function contributes positively to the culture at YoungMinds, strengthening colleagues' connection to our purpose, vision and values, in a way that centres our AJEDI (anti-racism, justice, equity, diversity and inclusion) principles.

We're now looking for a Senior Internal Communications Officer to continue to help us to bring our internal communications and engagement strategy to life. This role will support on the delivery of our strategic goals through content creation and curation, channel development and management and through building and maintaining strong relationships across the organisation. You'll be a creative communicator, able to translate messages for our internal audience, through the right channel and enjoy finding new ways to inspire, inform and connect colleagues.

This role will, across all of our internal communications and engagement activities, advocate for and centre our AJEDI principles and values, helping to cultivate and nourish an organisational culture that truly lives up our values.

The Senior Internal Communications Officer role will sit as part of the AJEDI and Culture Team, within the Community, Culture and Services Directorate, working closely with the People Team, Youth Participation and Safeguarding team and the Chief Executive's Office, as well as teams and working groups across the organisation.

**Key relationships include:** Senior Internal Communications Manager, Head of AJEDI and Culture, AJEDI Manager, Director of Community, Culture and Services, Head of People, People Managers, People Officers, Senior Evidence Officer, Senior Facilities Officer, Affinity Group Leads, Executive Assistant, Head of Content and Communications, Strategy Delivery Lead, Product Lead.

## Key responsibilities and duties:

### Internal Communications Strategy & Planning

- Deliver AJEDI & Culture's strategic objectives—in line with the annual plan—to foster active participation, sharing, connection, building cultural confidence and competence across the organisation.
- Lead on internal communications plans for key programmes and projects.
- Deputise for the Senior Internal Communications Manager when required.

### Content Creation & Channel Management

- Create engaging content—newsletters, intranet posts, presentations, videos, and more.
- Manage internal communications channels (intranet, monthly newsletter) and curate inspiring content from across the organisation and externally.
- Act as an internal brand champion, ensuring tone of voice and messaging align with brand guidelines.

### Staff Engagement & Organisational Culture

- Develop and deliver staff engagement initiatives such as quarterly all-together days, staff meetings, socials, and events.
- Work with the Culture Working Group to refresh how new starters are welcomed and introduced.
- Organise and deliver activities, trips, and communications that support individual, team, and organisational AJEDI learning.
- Collaborate with Affinity groups to showcase their experiences and initiatives.

### AJEDI (Anti-racism, Justice, Equity, Diversity & Inclusion)

- Co-create an internal inclusion calendar of events and activities that reflect staff diversity and young people's strategic vision.
- Partner with the AJEDI Manager to embed inclusion across communications and staff experiences.

### Support & Training

- Act as an internal consultant, providing guidance to colleagues on best practices for communicating with internal audiences.
- Design and deliver workshops on effective internal communications.
- Train and support intranet champions to strengthen local ownership of communication channels.

### Measurement & Continuous Improvement

- Measure and evaluate internal communications activity for impact and improvement.
- Compile reports, share insights, and present findings to inform future strategic objectives.



## General:

- Maintain and observe an appropriate level of confidentiality at all times.
- Form effective working relationships with all staff members, volunteers, and relevant external organisations.
- Be responsible and accountable for safeguarding and follow the organisation’s policy and procedures at all times.
- Work in accordance with YoungMinds’ vision, mission and values and all policies and procedures.
- Work in accordance with AJEDI (anti-racism, justice, equality and inclusion) principles of the organisation.
- Champion the voice of young people and the value of their lived experience to deliver change, actively seeking to increase their involvement in the organisation’s and your team’s work.
- Contribute to the culture of YoungMinds by joining in our events and activities and supporting our fundraising.
- Ensure a privacy-led approach to data, ensuring individual and team requirements for responsible management of data.
- Prepare for and attend supervision and appraisal meetings with your line manager.
- Other duties that may from time to time be necessary, compatible with the nature and grade of this post.

## PERSON SPECIFICATION

Experience of...	To be assessed via application	To be assessed at interview	To be assessed at task
Experience of planning, implementing and evaluating effective internal communications	X	X	
Writing and creating creative communications for internal audiences, conveying complex messages with sensitivity and clarity.	x	x	x
Managing digital platforms including content management systems	x	x	
Planning and delivering engaging and inclusive events in-person, online and hybrid	x	x	

Ability to...			
Manage and prioritise a varied workload		x	
Take initiative and be proactive		x	
Produce content including newsletters, posters, audio and video.	x	x	
Build, nurture and maintain relationships across the organisation to enhance and improve communications and engagement	x	x	
Use creativity to problem solve		x	x
Knowledge or understanding of...			
Inclusive and creative internal communications fit for a hybrid working model		x	x
Young people's mental health		x	
Anti-racism, justice, equity, diversity and inclusion	x	x	x