

Job Title:	Internal Communications Lead
Responsible to:	Marketing and Brand Director
Role Type:	Permanent / Full time

The role

At Magenta Living, our purpose is empowering people, and as our Lead for all Internal Communications, you'll bring that to life by connecting, including and inspiring colleagues every day. You'll shape how we communicate so people feel informed, valued and part of something bigger, wherever they work, while leading a strategy that supports our culture, builds confidence and gives every colleague a voice. Working closely with our People and Transformation teams and Colleague Voice forum, you'll help guide us through change, strengthen engagement across digital and face-to-face channels, and make sure our people feel proud to represent Magenta.

What you'll be doing

Bringing our purpose and values to life

- Shape and deliver our internal communications strategy so it works for colleagues now and in the future
- Create bold, engaging campaigns that help colleagues live our values, handling sensitive topics with care and clarity
- Bring our culture to life through storytelling, colleague voice, recognition and leadership visibility
- Leading inclusive, effective communication
- Lead and continually improve our full channel mix, including Viva Engage, intranet, digital screens, email, events and face to face moments
- Make confident decisions about what to use, when and how to get the best impact
- Champion inclusion in every message, making sure colleagues feel represented and have fair access to updates

Listening and turning insight into action

- Partner with Colleague Voice and other forums to build open, honest two way communication
- Use feedback and data to shape campaigns, channels and content
- Spot themes, risks and opportunities early, helping leaders respond and keeping our approach relevant and people focused

Building strong partnerships across Magenta

- Work closely with People, Transformation and Safety and Compliance teams on engagement priorities
- Align internal and external messaging with the Marketing and Brand team
- Proactively create opportunities for engaging internal communications

Business partnering

- Work proactively with the People Team, Transformation Team and Safety and Compliance teams on engagement projects.
- Collaborate with the Marketing & Brand colleagues so internal and external messages are joined-up and engagement opportunities are maximized.
- Seek out opportunities for proactive engaging internal comms initiatives.

What you'll bring

Skills, knowledge and experience

- Significant experience leading colleague engagement or internal communications in a fast-paced, complex environment
- Proven ability to transform communications, aligning to values and delivering measurable improvements in engagement
- Confident moving between strategy, advice and hands-on delivery, getting things done at pace
- Able to use communication to influence behaviour, support change and bring our values to life
- Proven track record of building colleague brand advocacy
- Strong experience using channels such as Viva Engage, SharePoint, intranets and multi-channel campaigns
- Experience creating accessible, inclusive content that supports equality and representation
- Excellent writing skills, using warm, clear, plain English and adapting to Magenta's tone of voice
- Strong relationship builder, able to partner across all directorates and influence at every level
- Strong understanding of measuring engagement and linking communications to organisational outcomes

Advantageous

- Experience in social housing or other regulated, customer-focused sector.

The difference you'll make

You'll own and influence a joined up internal communications strategy. You'll build a channel mix that reflects our culture and brand, giving every colleague the chance to feel informed, included and genuinely listened to. As we continue to transform, you'll strengthen our ability to manage change well, providing clarity and confidence when it matters most. Most of all, you'll help create a workplace where people feel valued, connected and excited about the journey we're on together.

OUR PURPOSE

Empowering people

OUR VISION



Homes of love 

Communities full of life 

World full of possibilities 

WE VALUE

Doing the right thing!

OUR BEHAVIOURS



Put people first



Be brave



Work together