

Internal communications transformation lead

Salary CHA40 – £41769

Location: Birmingham - hybrid home and office working (2-3 days in office or other Sense sites)

Responsible to: Head of internal communications

Hours: Full-time 37.5 hours

About Sense

Every disabled person should have the opportunity to connect with others and be included in the world. Which is why we're here, in people's homes, centres and communities, focusing on the things a person can do, not what they can't. We celebrate the moments of connection that bring more joy to life. Together, we always find a way, no matter how many barriers a person might face.

Sense is a leading disability charity with extensive knowledge and expertise in delivering personalised, creative and flexible support for disabled people with complex needs. Our tailored approach ensures that every person is empowered to live fully at every stage of life.

About the people team

The people team at Sense exist to support all our employees and volunteers at every stage of their journey with us. We provide strategic lead on people management, learning



and development, internal communications, volunteering and engagement at Sense. We aim to enable the organisation to have the right culture, capacity and capability to achieve its purpose.

About the role

Sense has launched an ambitious three-year plan, Transforming Sense, together, to support our strategy of breaking down barriers alongside disabled people with complex needs so they are in control, included and independent.

To deliver our priorities of strengthening services and investing in our people, systems and processes, we've begun two major transformation programmes across operations and technology.

The transformation communications specialist will provide dedicated communications support for these programmes, helping colleagues understand what's changing, why, and what it means for them.

Reporting to the head of internal communications, you'll work closely with programme teams and senior leaders to deliver clear, engaging and accessible communications that connect transformation to Sense's purpose and strategic priorities.

You'll build trusted relationships across the organisation, working with sensitivity and empathy for colleagues, the people we support and families. The role includes regular travel to Sense offices, services and retail shops to understand operational challenges, gather insight and support successful transformation.

Key responsibilities

- Act as the dedicated communications lead for the operations and technology transformation programmes and priority projects within them.



- Develop and deliver communications and engagement plans that support programme mobilisation, implementation and adoption.
- Work with programme teams to understand objectives, milestones, dependencies and risks, ensuring communications are integrated into programme delivery.
- Translate complex operational and technical information into clear, engaging and audience-focused communications.
- Develop key messages, communication plans, FAQs, briefing materials, presentations and other communication assets to support transformation activity.
- Coordinate communications across multiple workstreams to ensure consistency, minimise duplication and avoid communication overload.
- Support programme governance by providing communications updates, identifying communication risks and advising on engagement opportunities.
- Build effective relationships with programme leads, project managers, workstream leads and senior stakeholders to provide trusted communications advice.
- Work collaboratively with the head of internal communications and team to coordinate delivery across communication channels.
- Monitor employee feedback and engagement, adapting communications to improve understanding, readiness and adoption.
- Apply and champion Sense's accessible and inclusive communications standards.
- Ensure all transformation communications align with Sense's brand, values and organisational narrative.
- Travel regularly to Sense offices, services and retail shops to engage with colleagues, build relationships, gather insight and support the effective delivery of transformation communications across diverse teams and locations.

Key stakeholder relationships

Operations transformation



- Director of transformation
- Head of mobilisation
- Mobilisation leads
- Workstream leads
- Operations and people leadership

Technology and data transformation

- Programme leads
- Project managers
- Project teams
- System owners
- Technology leadership

Internal communications

- Head of internal communications
- Internal communications business partner
- Internal communications channels and content specialist

Experience and attributes

Essential

- Significant experience (typically 5+ years) in internal change communications.
- Proven experience supporting large-scale operational, technology or digital transformation programmes.
- Experience working within programme or project environments alongside programme managers, workstream leads and senior stakeholders.



- Demonstrable experience developing and delivering communications and engagement plans to support organisational change and business readiness.
- Excellent stakeholder management and influencing skills, with the confidence to advise and challenge constructively.
- Ability to translate complex operational or technical information into clear, engaging and audience-focused communications.
- Experience producing communications that support mobilisation, implementation and embedding of change.
- Strong written, verbal and presentation skills with excellent attention to detail.
- Understanding of change management principles and the role communications plays in successful change adoption.
- Experience using a range of internal communication channels.
- Understanding of accessible and inclusive communications best practice, including plain English, inclusive language and accessible digital content.
- Strong organisational skills with the ability to manage multiple priorities at pace.
- Excellent digital literacy, including Microsoft 365 applications such as Teams, SharePoint and PowerPoint.
- Understanding of GDPR and the importance of maintaining confidentiality.
- Willingness and ability to travel regularly to Sense locations across England, Wales and Northern Ireland, including offices, services and retail shops.

Desirable

- Experience working within health, social care, charity or other complex regulated organisations.

Our values

- Our values shape the way we behave and work alongside disabled people with complex needs to break down barriers.
 - We're creating change



- We're always learning
- We're better together