

Our Purpose

Working together to secure a thriving future for the railway and for the communities we serve

Your Role: Strategic Communications Manager

Your Purpose

In this role, you will lead the development and delivery of strategic communications that strengthen understanding of our performance, articulate the benefits of integration, and support key business priorities.

You will shape and protect our corporate narrative across all channels, ensuring we tell a consistent, compelling story about who we are, what we stand for, and the value we deliver for customers, colleagues and the wider railway.

You will provide expert leadership on executive communications, producing speeches, thought leadership and senior-level messaging that enhances reputation and influence.

The role also leads integrated customer-facing awareness communications for major service changes - including blockades and engineering works, timetable changes - ensuring customers are informed, supported, and confident throughout periods of disruption.

Your Talent's

- ✓ **You shape narrative with confidence** – An experienced communications professional who knows how to build understanding, articulate performance and manage scrutiny.
- ✓ **You're a natural storyteller** – Skilled at translating complexity into clear, engaging narratives that land.
- ✓ **You elevate leadership** – Able to craft compelling content for executives that inspires trust and sets a consistent organisational tone.
- ✓ **You deliver integrated comms** – Confident across channels and audiences, ensuring everything works seamlessly together.
- ✓ **You think strategically** – You can develop and deliver communications strategies that anticipate risks, maximise opportunities and reinforce business priorities.
- ✓ **You collaborate brilliantly** – Strong at influencing senior stakeholders and building effective relationships across the organisation and industry.
- ✓ **You make things happen** – Calm under pressure, able to handle multiple priorities, and focused on delivery.



Your Responsibilities & Accountabilities

- ✓ Develop and lead strategic communications plans that support business priorities, performance storytelling, and integration benefits.
- ✓ Shape and own the organisation's corporate narrative, ensuring consistent messaging across internal and external channels.
- ✓ Lead executive leadership communications, producing speeches, thought leadership, talking points, and senior-level content that enhances influence and reputation.
- ✓ Provide strategic advice and counsel to executives on narrative, tone, and channel use.
- ✓ Oversee integrated customer communications for major service changes - including blockades and engineering works - ensuring clear, timely and accessible information.
- ✓ Coordinate cross-functional teams to deliver high-quality, customer-focused communications across all channels.
- ✓ Manage multi-channel content development, ensuring editorial excellence and alignment with brand and narrative.
- ✓ Identify opportunities to proactively shape perception of performance and demonstrate progress, impact and value.
- ✓ Build strong working relationships across the business, including Operations, Commercial, Customer Experience and external partners.
- ✓ Support crisis and incident communications where required, contributing to clear, credible and timely responses.
- ✓ Measure and evaluate the reach and impact of communications activity, using insight to shape continuous improvement.

What we trust you to do – (Authority to Act)

- ✓ Develop and lead strategic communications plans for corporate priorities and performance storytelling.
- ✓ Approve content and messaging for executive communications and customer service change communications.
- ✓ Make real-time decisions on narrative, messaging and channels during operational or reputational issues.
- ✓ Influence senior leaders and subject matter experts to ensure alignment on messaging and narrative.

Our ways of working

- ✓ **We think what if**
We Listen, We Learn, We Improve.
- ✓ **We show we care**
We look out for people. We do what we can to help.
- ✓ **We make great things happen**
Whilst keeping it simple.



Approved by: Alison Nolan
Date: 19/02/26

