

Internal Communication & Employer Brand Coordinator – Job Description

Role Purpose:

To coordinate the delivery of internal communication and employer brand activities that align with CPI's organisational goals, culture, and transformation agenda. This role will contribute to ensuring employees feel informed, connected, and engaged, while helping to promote CPI as an employer of choice.

Key Responsibilities:

- Embrace and role model the desired behaviours to exemplify our Company values, promoting an ethical, positive company culture.
- To maintain consistent and documented compliance with all relevant Safety, Health and Environmental (SHE), Good Manufacturing Practice (GMP), Data Integrity (DI), quality and best practice requirements.
- Work closely with the Head of Internal Communications and Employer Brand, supporting the coordination of campaign delivery, content creation, channel management, and data insights.
- Take ownership of assigned and owned tasks ensuring they are delivered to agreed timelines and quality standards.
- Demonstrate curiosity and have a proactive approach to learning and building knowledge about internal communications, employer branding, and organisational change.

Internal Communication Delivery

- Coordinate the delivery and execution of internal communication plans and campaigns aligned to business priorities.
- Draft and edit content for a range of internal channels (e.g. intranet, newsletters, leadership updates, presentations) ensuring clarity, consistency, and audience relevance.
- Support the coordination of key organisational announcements, ensuring consistency, tone and clarity of messaging.
- Ensure communications are timely, accurate, and aligned to CPI's values and tone of voice.

Channel & Content Management

- Coordinate the day-to-day management and optimisation of internal communication channels, including publishing content and maintaining content quality.
- Support in maintaining and improving communication tools and platforms to enhance reach and engagement.
- Monitor engagement metrics (e.g. views, clicks, feedback) and provide actionable insight to improve effectiveness.

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Employer Brand Support

- Coordinate the delivery of employer brand campaigns that showcase CPI's culture and employee experience.
- Create content for external platforms such as careers pages, social media, Glassdoor and Indeed to strengthen talent attraction and brand perception.
- Help maintain consistency of messaging across internal and external channels.

Employee Engagement & Insight

- Gather employee feedback through surveys, focus groups, and other engagement tools.
- Analyse data and produce reports to inform communication and engagement activity.
- Contribute to initiatives that promote inclusion, wellbeing, and a positive employee experience.

Stakeholder Support

- Work with internal stakeholders across the business to gather content and support communication needs.
- Provide coordination support for communication requirements linked to projects or initiatives.
- Build effective working relationships across teams to support delivery.

Administration & Coordination

- Support planning and coordination of communication activities, events, and campaigns.
- Maintain content calendars and tracking tools to support visibility, planning, and prioritisation.
- Support budget tracking and supplier coordination where required.

Compliance & Quality

- Ensure all communications comply with CPI standards, including GMP and Data Integrity principles where applicable.

Good Manufacturing Practice - GMP

CPI have a responsibility to manufacture medicinal products of the requisite quality, fit for their intended use and be in accordance with the relevant Manufacturing and Marketing Authorisations, Clinical Trial Authorisation, Product Specification, Drug Master File or CEP Dossier as appropriate and which do not place patients at risk due to inadequate safety, quality or efficacy. The Pharmaceutical Quality System, which incorporates Good Manufacturing Practice, is designed to deliver this quality

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objective, the attainment of which requires the participation and commitment of all staff across departments and at all levels within the company.

Good Manufacturing Practice is the part of Quality Management which ensures that products are consistently produced to the correct quality standards. To comply with the principles of GMP, it is required that clearly defined procedures are adhered to when performing operations across CPI.

Data Integrity - DI

Data Integrity is the degree to which data are complete, consistent, accurate, trustworthy, reliable and that these characteristics of the data are maintained throughout the data life cycle. The data should be collected and maintained in a secure manner, so that they are attributable, legible, contemporaneously recorded, original (or a true copy) and accurate. Assuring data integrity requires appropriate quality and risk management systems, including adherence to sound scientific principles and good documentation practices.

CPI, as a GXP organisation, have developed a Pharmaceutical Quality System, which incorporates a DI Governance System – a series of arrangements to ensure that data, irrespective of the format in which they are generated, are recorded, processed, retained and used to ensure the record throughout the data lifecycle.

To comply with the principles of DI, it is required that clearly defined procedures are adhered to when performing operations across the site. All staff are actively encouraged/supported in the reporting of errors, omissions and undesirable results.

Direct reports: No direct reports

Person specification

Education / Qualifications:

Essential:	Desirable:
Educated to Degree level (or equivalent) in a Communications, Marketing, Business, HR or a related field.	Relevant internship, placement, or project experience in communications, marketing, or employer brand.

Competencies and behaviours	
Leadership (Core)	Decision Making (Core)
Respects and values our diverse people and the differing talents, skills and backgrounds that	Within area of expertise recognises, identifies and defines problems.

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they bring to projects and day-to-day work. • Has a positive influence on those they are in contact with. • Gains the respect and confidence of colleagues and supports them in achieving their goals and targets. • Aligns their behaviours and actions to our PRIDE values, vision and goals.	• Generates and evaluates alternatives, draws conclusion and analyses risk. • Takes timely and correct action using established methods to ensure effective solutions are implemented by working as a team and with and focused outcomes to be delivered.
Communication (Enabling) • Strong written and verbal communication skills. • Able to adapt messaging for different audiences and channels. • Is able to influence others by preparing a reasoned argument to adopt a specific tactic or plan, in line with strategy, and persuade others of the merit.	Developing self and others (Core) • Knows own career aspirations and clearly communicates them to relevant colleagues whilst actively working to achieve goals. • Sets personal development goals and deploys strengths to achieve them. • Takes responsibility for one's own performance and actions, and invites and incorporates feedback from a variety of sources. • Regularly reflects on own capabilities to identify development priorities.
Collaboration (Enabling) • Understands the value of establishing effective and supportive relationships, and collaborative working. • Actively listens, questions and observes body language so as to understand communication from others. • Cultivates and maintains partnerships across departments to deliver impactful innovations for the business as a whole.	Delivery (Core) • Plans, prioritises and leads own area of work to deliver specified and agreed outcomes (time and standard). • Accurately scopes out length and difficulty of tasks, and repeatedly estimates correct amount of time needed for tasks. • Refers to lessons learnt from other projects/ tasks with related scope. • Acts with minimal supervision or direction by being purposely empowered to make decisions when needed. • Pays attention to detail and delivers accurate and high quality outputs.

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Knowledge and Experience:

Essential:	Desirable:
Strong interest in internal communications, employer branding, or employee engagement. Basic understanding of digital platforms and content creation (e.g. Word, PowerPoint, social media tools).	Experience creating content for campaigns or communications (academic or practical). Awareness of analytics or engagement measurement tools.

Signature of Job Holder	
By signing this you confirm you have read, understood, and agree to work in alignment with the above job description.	
Printed name Signature Date	