

INTERNAL COMMUNICATIONS MANAGER



Why Riverford?

Each week, Riverford delivers outstanding organic food to around 65,000 homes across the UK. This takes loads of brilliant people, from veg growers and box packers to IT experts, and more besides.

We're a friendly, forward-thinking bunch, and our core values run through everything we do. Riverford is 100% employee owned, so working here makes you a 'co-owner' – and it's not just a name! Everyone can play a part in shaping our business. Success means much more than just profits; we want this to be a place people enjoy coming to work, and a business our co-owners feel proud of.

Riverford is proud to be a B Corp; the certification for ethical businesses which work to benefit people and planet. In 2022, we were named one of the Best for the World™ B Corps! This means that our positive impact on staff scored in the top 5% of all B Corps of our size worldwide.

We're thrilled to have made this year's Top 100 UK Best Large Companies list! It's a well-earned recognition of the hard work and passion of our co-owners, and the unique culture we've grown together—a place where everyone can roll up their sleeves, grow, and truly enjoy the journey.



We're owned by
our employees



79th in the UK's Best
Large Companies 2024



Best for the World™
B Corps of 2022



Using business as
a force for good



We're committed to paying
the Real Living Wage

What you'll be doing

We're looking for a motivated, people-focused communicator to take the lead in keeping our co-owners connected, informed and inspired. At Riverford, internal communications is all about clarity, transparency and making sure every voice is heard.

As part of the Internal Communications Team, you'll be the day-to-day lead for delivering timely, engaging messages. You'll own our weekly content planner, line

manage the Internal Communications Specialist, and make sure our channels – including the intranet – are working hard for co-owners.

You'll create content yourself, including updates from senior leaders and governance groups, and help ensure our messaging reflects the direction of the business in a way that's clear, consistent and meaningful. Communication here isn't just about broadcasting; it's about listening, too – and you'll help make sure co-owner feedback and stories are woven through everything we do.

No two days are the same. One morning you might be drafting a leadership update for Beanstalk; by the afternoon, you could be reviewing post analytics, planning ahead for a seasonal campaign, or working with the Chair of the Trust to shape their Annual Report message.

Your responsibilities

Team Support & Delivery Leadership

- Line manage the Internal Communications Specialist — including work prioritisation, weekly check-ins, and providing coaching, feedback and development support.**
- Support confident content delivery by offering structure, advice and clear direction to the Specialist.**
- Lead weekly planning and own the comms content planner — ensuring messaging is prioritised, aligned, and deadlines are met.**

Content Creation & Messaging Strategy

- Write and refine high-impact messaging for leadership, governance groups, and business-wide updates — including financial communications and major internal announcements, linking day to day communications with strategy.**
- Review, support and approve Specialist-created content before publishing, including key items like Mini Muck (our internal newsletter) and owning the prioritisation of email to 'all' and 'Senior Managers'.**

Channel Ownership & Governance

- Act as product owner for internal comms channels (intranet, email, digital screens), chairing relevant working groups and leading continuous improvements.**
- Manage incoming requests, track performance, drive channel improvements and enhancements based on co-owner needs and analytics. Ensuring channel content and structure supports communication goals, usability, and consistency across platforms.**

Campaigns & Project Delivery

- Ensure the successful execution of key campaigns and projects, including the co-owner engagement survey, co-owner elections and the Annual Report.**

- **Take overall responsibility for planning, messaging and delivery — managing the approach directly or delegating as appropriate.**
- **Support the Internal Communications Specialist on larger campaigns by providing oversight, structure and escalation where needed.**

Processes, Planning & Data Insight

- **Support the team in identifying and embedding process improvements.**
- **Oversee internal data reporting and analytics — spotting trends, taking action where needed, and sharing insight to improve how we communicate. Develop dashboards and find simple ways to streamline reporting or planning.**

Skills & experience

- **A real passion and experience for writing and editing quality content, with a flair for making messaging relevant and accessible.**
- **Confident working directly with senior leaders and governance groups.**
- **Highly organised and able to plan, prioritise and allocate work across a busy team.**
- **Experience owning content plans, communications calendars or project timelines.**
- **Able to guide and support others — whether or not you've had formal line management experience.**
- **Comfortable giving feedback and handling difficult conversations in a constructive, empathetic and solution-focused way.**
- **Skilled at managing multiple streams of work at the same time, across different audiences and deadlines.**
- **Strong working knowledge of internal channels, including intranet, email and other communication platforms.**
- **Able to interpret and act on co-owner feedback, engagement data and analytics.**
- **A creative problem-solver who's confident shaping and improving processes, tools and ways of working.**
- **Ideas around how you would deliver employee engagement in settings where digital access isn't always available.**
- **A track record of seeing projects through from start to finish – a real starter-finisher.**
- **Experience working under pressure and to tight deadlines, while staying calm and focused.**

Personal qualities

- **Confident communicator with strong collaboration skills — good at getting others engaged and motivated, but also comfortable giving constructive feedback when needed.**
- **A real passion for people, with infectious enthusiasm and energy. Able to build positive relationships with co-owners at all levels.**
- **Supportive and clear — someone who can guide others, set direction, and help keep things moving without taking over.**
- **Creative thinker who brings fresh ideas that feel on brand, but also knows when to flex and take a pragmatic path.**
- **Great written communicator with a natural feel for Riverford's tone of voice. Can zoom out to see the big picture while still caring about the detail.**
- **Calm and focused under pressure, with strong problem-solving skills and the ability to adapt to shifting priorities.**
- **Warm, approachable and people-focused – someone others trust and feel supported by.**
- **Curious and always looking for better ways to do things – open to learning and not afraid to question the norm.**
- **A starter-finisher who enjoys seeing things through from idea to impact.**
- **Organised, proactive and able to bring structure without overcomplicating things.**
- **A natural role model for Riverford's values, with a genuine belief in employee ownership and shared success.**

WHAT'S IN IT FOR YOU?

33 days holiday pro rata (including bank holidays), plus an extra 2 days when you hit 5 years with us

Generous & ethical co-owner pension scheme

Annual profit share; at least 10% of all our profits are split equally between all co-owners.

Free organic fruit and veg – you'll never need to buy a broccoli again!

25% off everything we sell

Organic breakfasts and lunches, home-cooked by our canteen chefs, at our two biggest sites

Enhanced maternity/paternity pay (plus six months of free organic veg boxes for you and your new arrival)

An annual allowance to spend on Riverford branded clothing

Lots of free co-owner events, including two massive parties a year

Flexible working options

2 paid volunteer days per year

Bike loan scheme (we'll cover the cost initially so you can get your bike tax-free)

Life assurance cover

A generous thank-you gift if you 'recommend a friend' to work with us too. Lots of people work alongside their loved ones at Riverford.

Wellbeing resources, including Mental Health First Aiders and access to free health and wellbeing services such as counselling and physiotherapy. Your wellbeing is a top priority, and there's lots of support at Riverford and beyond.

Training and progression opportunities open to all, including fully funded apprenticeships.

Riverford's values

