



Role Profile

April 2018

Job Title:	Communications Executive
Reports into:	Head of Housing & Business Support
Direct Reports:	None
Department/ Location:	Stockwell
Disclosure Level:	Enhanced
Role Purpose:	<p>To take a lead role in evolving the way we communicate with our customers, people and stakeholders and to develop and lead the SW9 Communications Strategy.</p> <p>To develop, support and promote SW9 CH goals, including message development, social media content creation and media outreach.</p> <p>To provide advice, planning, activity and events, ensuring the customer is at the heart of everything that we do and to be responsible for devising and implementing SW9's external and internal communication plans to positively promote SW9's reputation and service offering.</p> <p>To develop, implement and evaluate off/online marketing communications, in line with organisational strategy.</p>

Key accountabilities

Communications

- To develop and implement the SW9 Communications Strategy, providing advice and support to the Senior Management Team in implementation and resourcing.
- To manage the Communications budget ensuring money is committed and spent efficiently and in all cases, value for money is achieved.
- Help develop SW9's Public Relations strategy and promoting SW9 to a wide group of stakeholders.
- To manage and execute a range of communications activities, designing marketing collateral, writing compelling content and liaising with key business stakeholders.
- To identify target audiences and create strategies to effectively engage them.
- To manage SW9 CH campaigns using a range of tools and tactics, including media relations, email marketing, publications and social media.
- To promote and raise the SW9 CH profile and brand by ensuring the website is kept up-to-date and by collaborating with Network Homes colleagues on channel shift/social media projects as and when required.
- To run resident campaigns in a highly engaging, cost effective and imaginative way to ensure that tenants, leaseholders, staff and stakeholders understand, engage and participate in the resident events.
- To ensure quality control of communications material and ensure that plain English methodology and other quality mechanisms are used to measure this. Ensure that communications are accessible to non-English speaking residents and those with special needs.
- Develop and implement SW9 CH's internal and external communications plan.

- Produce the SW9 CH's resident newsletter 3 times a year developing the content plan, content, photos, editing, proofing and printing.
- Manage the SW9 CH website and social media including the production of resident information videos in collaboration with Network Homes Marketing Team. Write content for website pages and scripts for presentations and videos.
- Plan content and write copy for internal and external publications such as service guides, leaflets, corporate reports, annual reports for customers, flyers, newsletters and customer magazines. Design and produce tenure specific handbooks collaborating with colleagues and resident communication panels.
- Lead on all internal communications, bi-monthly internal newsletter, intranet, email updates and office communications.
- Project manage the Resident's Annual report in collaboration with Senior Management Team and Operational Management Team.
- Manage all communication issues in relation to GDPR.
- Work closely with the marketing colleagues, designers and website managers and confer with any external marketing agencies that SW9 CH appoints.
- Inspire and be a role model, consistently demonstrating the SW9 culture and values.
- Attend evening meetings and community events as required.

Public Relations

- Develop and disseminate public relations materials that increase our visibility among our residents and other stakeholders.
- Utilise strong copywriting, editing and design to be the SW9 CH lead on award submissions and PR, promoting SW9 CH as a strong community based organisation and brand.
- Manage all estate communications and be the first point of contact for all PR issues that arise.

Market Research

- Carry out research into the attitudes and perceptions of SW9 CH's target audience and where required, commission surveys or contact members of the target audience to discuss their views.
- Monitor forums, social media sites, product review sites and the press to assess attitudes about their company and present findings to Senior Management Team.
- Make recommendations on how SW9 CH will incorporate feedback from customers and stakeholders into service provision and communications.

Standard Responsibilities

Adopt and comply with SW9 values, policies and procedures, and regulatory frameworks including:

- Code of Conduct
- Health and Safety
- Data Protection, privacy and use of IT resources
- Regulatory standards and probity
- Risks and internal controls framework
- Human Resources policies and procedures
- Equality and diversity

The post holder may be required to undertake duties of a similar nature and at this level elsewhere within in the service.

Contacts - External/Internal

- SW9 residents
- Other representative groups of SW9
- Stockwell Park Estate Community Centre
- Members of the SW9 Community Housing Board
- Senior Manager and colleagues across SW9 and Network Homes
- External contractors
- Local Authorities
- Marketing and PR organisations

Person Specification

Education

- A good standard of education commensurate to the role.
- Bachelor's degree/Qualification in Housing or Communications is desirable

Knowledge and skills

- Ability to be as self-starter with experience of stakeholder management.
- Ability to plan effective communication with residents, staff, external organisations, and the wider public.
- Excellent organisational and project management skills, with the ability to meet deadlines, plan and deliver a range of different activities.
- Ability to validate information and show attention to detail.
- Excellent interpersonal skills and strong verbal communication skills to support work with customers across a range of circumstances
- Excellent writing, editing and proofreading skills to draft reports and analyse information
- Excellent analytical skills to identify a range of issues from information gathered
- Excellent customer focus and a genuine desire to achieve excellence in all areas of responsibility

Experience

- Experience in developing internal and external communication plans.
- Experience presenting to resident groups and boards is advantageous.
- Excellent skills in managing web sites and other social media concepts are advantageous. As is experience in using Adobe Creative Suite for desktop design and brand management.
- Success of this post relies on excellent project management skills and interpersonal skills to work effectively either individually or as part of a team.
- Digital experience and a relevant degree or qualification in communications and/or marketing is desirable.
- Experience of working in social housing or local authority is desirable.

Competencies

We want to make SW9 CH a great place to work and a great organisation that really delivers

for its customers. Our HART behaviours are designed to guide how we work, every day. Everyone within the organisation is expected to demonstrate the four HART behaviours:-

Hungry – I am ambitious to succeed

- Optimistic: I am can-do and focussed on what can be done
- Creative: I find new ideas and solutions to challenges
- Bold: I get out my comfort zone and try new things
- Motivated: I welcome feedback and want to succeed

Accountable – I take personal ownership and responsibility to get things done I make things happen by empowering and delivering through the team and using resources effectively

- Resilient: I work hard to make things happen
- Disciplined: I am realistic and do what I say I will do
- Personal ownership: I take ownership of an issue until it is resolved
- Confident: I make decisions that are within my remit

Respect – I treat everyone with respect and understanding I arrive on time and take full part in meetings

- Prepared: I arrive on time and take full part in meetings
- Communicator: I listen to others and work hard to communicate well
- Responsive: I always answer a ringing phone and respond quickly
- Self aware: I put myself in others' shoes and understand how my actions impact on others

Together – I am proud to be one team

- Positive: I talk positively about Network Homes as one team
- Proactive: I put myself forward and build great relationships
- Supportive: I support and recognise the contribution of others
- Role model: I genuinely believe I make the difference