

ROLE PROFILE

Job Title:	Reports to:	Department:	Team:	Grade:
Senior Communications & Engagement Officer	Head of Marketing, Communications & Engagement	People Plus	Marketing, Communications & Engagement	F

<p>Job Purpose:</p> <p>Responsible for the development and delivery of creative, engaging on and off-line colleague communications and engagement activity for Your Housing Group.</p>	<p>Competencies:</p> <ul style="list-style-type: none"> • Passion • Pride • Creativity • Accountability
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Key Responsibilities:

1. Develop and implement creative, engaging and innovative communication and engagement activities, to support the delivery of the Group's marketing, communications and engagement strategy, adhering to the Group's brand guidelines, tone of voice and written style guide.
2. Responsible for content, product development and management of the Group's intranet, supporting stakeholders and the process for managing content, demonstrating best practice, product knowledge and current trends on effective colleague communication method, including planning content and delivering changes and updates to enhance the platform.
3. Support with the development and delivery of impactful campaigns, to successfully engage the business on key business news, strategic direction and new products and services.
4. Support the wider Marketing & Communications team with the development and delivery of effective corporate communications, engagement and marketing activity across all print and digital platforms.
5. Lead the development and execution of all colleague communications across the business, playing an advisory role to stakeholders on best practice and devising and measuring impactful colleague-facing campaigns to support our vision, values and key business objectives.
6. Provide a seamless internal communications service to the business, providing robust advice and guidance to key stakeholders (including senior leaders) across the Group, on communications and engagement best practice.
7. Senior event management and key coordinator of all colleague-facing conferences and events, from conception through to execution, including risk assessments, measurements and feedback.
8. Deliver our 'Staff Hear First' policy to ensure news reaches colleagues first before being shared externally.
9. Working with the wider marketing and communications team and our external PR and social media partners, ensuring all activity, internal and external, is aligned to an overarching strategy, is timely, on brand and measurable.
10. Support with ensuring the use of available digital channels, including use of the recording studio at Youggle House, and supporting platforms including Adobe suit, Subly and Dash.
11. Undertake additional duties appropriate to the role and/or grade.

	Essential	Desirable
Knowledge	<ul style="list-style-type: none"> • Knowledge of relevant IT packages with the ability to adapt/transfer skills to use new technologies • Awareness of competitor brands and industry trends 	
Skills	<ul style="list-style-type: none"> • Advanced IT skills CMS, web-based email, word processing, spreadsheets, databases, presentations, etc • Ability to work under pressure, to tight deadlines, with demanding but varied workloads • Creative flair with the ability to write engaging copy • Excellent attention to detail • Excellent communication skills, both written and verbal • Excellent interpersonal and networking skills • Strong organisational and time management skills 	<ul style="list-style-type: none"> • Use of basic graphic design packages
Experience	<ul style="list-style-type: none"> • Experience supporting communications, engagement and marketing activities across a variety of audiences • Experience of online content management (either website or intranet) 	<ul style="list-style-type: none"> • Meetings and events organisation

	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Experience of effectively supporting communication campaigns, effectively delivering key messages • Experience of designing corporate publications, newsletters and digital content for a range of audiences 	
Qualifications/Education	<ul style="list-style-type: none"> • Educated to degree level (or equivalent experience) in Communications, Marketing or Public Relations 	<ul style="list-style-type: none"> • CIM (Chartered Institute of Marketing)/ CIPR(Chartered Institute of Public Relations)

People Management Responsibility?	No line management responsibility
Budgetary Responsibility?	No budgetary responsibility
Key Relationships (internal/external)	Marketing & Communications team, HR Team, Heads of Service, Senior Leadership Team, agencies and suppliers
<p>Safeguarding of Children Young people and Vulnerable Adults</p> <p>Your Housing Group is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff to share this commitment. As a Your Housing Group employee, it is your responsibility to attend safeguarding training in accordance with YHG safeguarding training strategy and to be aware of and work in accordance with the YHG safeguarding policies and procedures and to raise any concerns relating to such procedures which may be noted during the course of duty.</p>	



Key Role Performance Indicators	
1. Adhere to Your Housing Group’s brand guidelines and tone of voice in all communications and assets created	
2. Monitor and report on analytics from across our internal channels each month	
3. Plan and create content to deliver key messages from our Communications and Engagement plan whilst responding to reactive requests received each month	
4. Manage relationship with the Group’s Account Manager at Interact to plan updates to Youggle to introduce new features and content areas regularly	

Date Role Profile Created/Updated:	October 2021
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