

# Digital Communications & Marketing Lead

## Grade

E

## Contract Type

Homeworker 1

Executive Director of Corporate Services



Head of Communications, Engagement & Marketing



Digital Communications & Marketing Lead

## Department

Digital



Communications,  
Engagement &  
Marketing

## Role Overview

This role will lead on optimising the performance of all digital channels for the Group, including websites, the intranet and social media. Working closely with the Head of Communications, Engagement & Marketing, and communication and marketing managers, this role will lead on the development of a digital strategy to boost the Group's social profile and reach, and user experience for customers and other key stakeholders. Responsibility for the Group's Production Booth and Recording Studio also sits with this role.

## RESPONSIBILITIES

1. Lead on the development of operational plans to optimise the Group's digital content
2. Digital horizon scanning to ensure YHG is at the forefront of the latest online trends and technological advancements to leverage the full digital mix
3. Lead on continual auditing and reviewing of the Group's three main websites; YHG; intranet and Your Home Hub (customer portal)
4. Work with marketing colleagues to deliver paid social, PPC and other forms of digital marketing
5. Responsibility of the Group's HQ-based production booth and recording studio, ensuring kit is maintained, updated and efficiently utilised by the business
6. Lead on customer insight and analytics to better understand stakeholders' digital needs and experiences
7. Manage external agencies and suppliers, as appropriate
8. Manage the ongoing digital training needs of the CEM team and wider business with regards to social media, websites and other digital channels and trends
9. Undertake additional duties appropriate to the role and/or grade.

## Our values



**Honest  
& Reliable**

We are authentic,  
open and dependable;  
and we do what we  
say we'll do.



**Caring**

We show kindness  
and consideration  
to our customers  
and each other.



**Respectful  
& Fair**

We listen to people,  
and strive for equity  
and inclusivity in all  
that we do.

Creating more places for people to thrive and be recognised as a sector leading landlord

## STRENGTHS

- ✓ Excellent attention to detail in a fast-paced environment
- ✓ Demonstrable ability to effectively engage with business stakeholders within the organisation
- ✓ Clear and articulate communication skills, both written & verbal
- ✓ Excellent IT skills with proficiency in Microsoft Office
- ✓ Ability to work autonomously with minimal supervision, and also as part of a team
- ✓ Excellent relationship building skills

## ESSENTIAL REQUIREMENTS

- ✓ Knowledge of social media best practice
- ✓ Proven experience in a similar role
- ✓ Experience of social media management and analytics
- ✓ CMS experience (content, accessibility and UX)
- ✓ Qualified in marketing, communications or equivalent
- ✓ Highly competent in digital content creation e.g. long and short form video, live production, etc.

## BENEFICIAL TO THE ROLE

- ✓ Eg Full UK Driving License & use of a vehicle
- ✓ Knowledge of GDPR and its application in digital communications
- ✓ Previously worked in a fast-moving environment
- ✓ Understanding of Communications and Marketing functions beyond digital
- ✓ Ability to write for a variety of audiences
- ✓ Competent in digital content creation e.g. long and short form video, live production, etc.