ROLE PROFILE

Communications & Engagement Officer

Grade	Contract Type
Your-05	Homeworker 1

Head of Marketing, Comms & Engagement

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Comms & Engagement Manager

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Comms & Engagement Officer

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No Direct Reports

Department

Comms, Engagement & Marketing (CEM) → People Plus

Role Overview

Responsible for developing and delivering engaging, impactful communications and engagement activity that connects colleagues, customers and stakeholders to Your Housing Group's vision, priorities and purpose.

Working across internal and external audiences, the role will lead on creating compelling content, building strong stakeholder relationships and delivering engagement initiatives and events that inform, inspire and drive positive outcomes. Act as a trusted communications partner to teams across the business, bringing fresh ideas, a proactive approach and a passion for meaningful engagement.

RESPONSIBILITIES

- Develop and deliver engaging communications and engagement plans that support YHG's priorities, business change and colleague experience.
- Create high-quality, audience-focused content across a range of channels, including intranet, email, video, presentations and leadership communications.
- Build strong relationships with stakeholders across the business, providing expert communications and engagement advice.
- Lead the planning and delivery of colleague events, conferences and engagement activities, ensuring a high-quality experience from concept to evaluation.
- Champion two-way engagement by creating opportunities for colleagues, customers and stakeholders to share feedback, contribute ideas and influence decisions.
- Manage and deliver communication campaigns that inform, engage and inspire target audiences, ensuring activity is aligned to the channel strategy and YHG objectives.
- Identify and develop compelling stories that bring YHG's purpose, values, achievements and impact to life.
- Measure, evaluate and report on the effectiveness of communications and engagement activity, using insight and feedback to drive continuous improvement.

Our values



Through our passion for housing, more people have a safe place to call home

- Work collaboratively with colleagues across the Communications and Engagement team and wider organisation, contributing to a positive, supportive and high-performing culture.
- Act as an ambassador for the organisation and Communications and Engagement team, bringing fresh ideas, a proactive approach and a commitment to delivering excellent outcomes.
- Undertake additional duties appropriate to the role and/or grade.

STRENGTHS

- ✓ Communicates with impact - able to create clear, engaging and audience-focused content across a variety of channels
- ✓ Builds strong relationships with stakeholders – a people person!
- ✓ Passionate about creating meaningful engagement opportunities and confident in influencing, advising and challenging constructively.
- ✓ Highly organised with strong project management skills, able to manage multiple priorities, campaigns and events while maintaining attention to detail.
- ✓ Works collaboratively, supports colleagues and takes a flexible, hands-on approach to achieving shared goals and deadlines.
- ✓ Proactive and solutions-focused, bringing fresh ideas, innovation and a continuous improvement mindset to communications and engagement activities.

ESSENTIAL REQUIREMENTS

- ✓ A degree level qualification or equivalent in a related field plus proven experience in a communications or engagement role, delivering successful communication and engagement activity across multiple audiences and channels.
- ✓ Excellent writing, editing and proofreading skills, with the ability to translate complex information into clear, engaging and audience-focused content.
- ✓ Experience building and managing effective stakeholder relationships, with the confidence to influence, advise and challenge constructively at all levels.
- ✓ Demonstrable ability to work independently, take ownership of projects and identify opportunities to improve communications and engagement outcomes.
- ✓ Experience planning and delivering events and engagement activities, managing multiple priorities and ensuring high-quality outcomes whilst having the ability to work at pace, manage competing deadlines and deliver results.
- ✓ Full UK driving licence and access to a vehicle. Willingness to travel across YHG locations and attend external events. Flexibility to occasionally work outside standard office hours to support events and engagement activity. Proficient in Microsoft 365 applications and digital communication platforms.

BENEFICIAL TO THE ROLE

- ✓ Experience working within the housing, public sector, charity or regulated environment.
- ✓ Experience of basic video creation and editing, including capturing and editing content for digital and social channels.
- ✓ Knowledge and experience of social media platforms, including creating engaging content and monitoring performance.
- ✓ Experience supporting leadership communications, organisational change communications or employee engagement programmes.
- ✓ Experience using digital communication and engagement tools, such as intranet platforms, survey tools, email marketing systems or content management systems.
- ✓ Experience using data, insight and feedback to measure communication effectiveness and inform future activity.

