

PR & Public Affairs Manager



Role Overview

Responsible for the development, implementation, and execution of YHG's PR & External Stakeholder strategy.

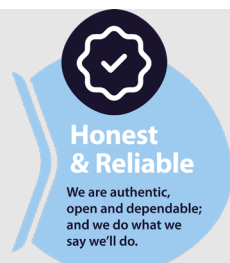
This role will work closely with ELT/SLT, to build and nurture key strategic stakeholder relations to support the delivery of our corporate plan. Influencing and advising the senior team to both protect and enhance the Group's reputation.

The post holder will be the main conduit between YHG and the media and provide frequent monitoring insights, analysis and advice to colleagues at all levels.

RESPONSIBILITIES

- Advise, influence, and coordinate all reactive media relations, including crisis management, providing advice and support to the senior leadership team and colleagues, in managing the risk to our reputation
- Work with key internal stakeholder to develop a proactive PR plan to support YHG's corporate plan and enhance YHG's reputation, in the sector and amongst targeted audiences.
- Manage the reputational risk to the organisation in an ever-changing environment, using analytical and evaluative thinking, alongside your own judgement and expertise
- Formulate and prepare high-quality briefing materials, presentations, speeches and reports as required for external stakeholder audiences
- Manage YHG's stakeholder register/database, ensuring it is fully up to date and leveraged
- Coordinate various senior stakeholder events to create effective engagement opportunities to raise awareness of the work that YHG is delivering amongst its external stakeholders
- Develop the use of digital communications channels to support YHG's public affairs activities (e.g. social media, blogs, vlogs and podcasts)
- Working closely with the Marketing & Brand Manager to support the delivery of the development marketing programme through an effective media relations strategy
- Lead on the Group's approach to external awards and accreditations.
- Undertake additional duties appropriate to the role and/or grade

Our values



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

STRENGTHS

- ✓ A creative, natural influencer with impeccable attention to detail
- ✓ Excellent IT skills with proficiency in Microsoft Office
- ✓ Clear and articulate communication skills, both written & verbal
- ✓ Demonstrable ability to effectively engage with business stakeholders across the Group at all levels
- ✓ Ability to work autonomously with minimal supervision
- ✓ Excellent relationship building skills

ESSENTIAL REQUIREMENTS

- ✓ Proven track record in designing and executing successful public relations campaigns at local and national levels
- ✓ Proven experience of crisis communications and media law
- ✓ Strong record in working with internal and external stakeholders on public affairs campaigns
- ✓ This role will be the media and public affairs subject matter expert, with a high level of specialist skills and knowledge to provide guidance to others – particularly the Head of CEM and ELT/SLT
- ✓ Demonstrable exceptional writing and editing skills
- ✓ Experience with digital communications including blogs and engagement strategies

BENEFICIAL TO THE ROLE

- ✓ Full UK Driving License & use of a vehicle
- ✓ Understanding of the political social housing landscape
- ✓ Membership of a professional body
- ✓ A minimum of three years' experience in a public affairs role
- ✓ A degree level education in public relations, communications, or a related subject
- ✓ Journalism background