

# Communications & Engagement Manager

Grade

E

Contract Type

Homeworker 1

## Role Overview

Lead on the development and delivery of all customer communications and colleague communications and engagement.

Provide communications advice and support to business leads and key stakeholders to support the delivery of our corporate plan and business priorities.

Manage, monitor, and develop our internal and external channel strategies, both on and offline (excludes social media).

Lead on the delivery of the communications and engagement elements of our people strategy and all colleague-facing events.

Executive Director of Corporate Services



Head of Communications, Engagement & Marketing



Communications & Engagement Manager



Senior Communications & Engagement Officer

## Department

Communications & Engagement



Communications, Engagement & Marketing

## RESPONSIBILITIES

- **Lead the development and delivery of all internal and external communications and engagement** (excluding social media), ensuring activity is accessible, impactful, and aligned with our brand guidelines, vision, values, and corporate plan.
- **Create impactful customer campaigns** that shift perceptions, build trust, and strengthen our brand reputation
- **Collaborate closely with the PR & Public Affairs Manager** to ensure key organisational activities are effectively communicated to external stakeholders, positively promoting the Your Housing Group brand.
- **Provide expert communications guidance** to business leads and key stakeholders, ensuring alignment and consistency across all messaging.
- **Champion our people strategy:** Manage the communications and engagement elements of our people strategy, including the planning and delivery of colleague events.
- **Provide strategic communication support** to the Marketing & Brand team.
- **Manage and evolve our on and offline channel strategy:** Use data and insight to make recommendations to enhance engagement
- **Line management of the Senior Communications & Engagement Officer**, supporting their development and performance.
- **Work collaboratively with business leads** to develop and implement tactical communication strategies for their departments and projects.
- **Manage and report on all communications and engagement project activities**, ensuring alignment with organisational goals.
- **Undertake additional duties** as appropriate to the role and 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

- ✓ Highly articulate with excellent written communications and presentation skills
- ✓ Able to plan and execute communication and engagement strategies
- ✓ Creative flair when working alongside graphic designers and various agencies
- ✓ Confident in building and maintaining strategic relationships
- ✓ Good analytical skills with the ability to use analysis to make informed recommendations for continuous improvement
- ✓ Can easily adapt communications to fit the relevant audience or channel.

## ESSENTIAL REQUIREMENTS

- ✓ Experience managing and executing impactful communication strategies
- ✓ Higher qualification in Communication, Marketing, English or similar
- ✓ Event management experience
- ✓ Ability to digest complex information and translate this affectively to any audience
- ✓ Organised and experienced in fast-paced environments with conflicting demands.

## BENEFICIAL TO THE ROLE

- ✓ Experience across brand and PR
- ✓ Social housing experience
- ✓ Full UK Driving License & use of a vehicle
- ✓ Line management experience.

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