

ROLE PROFILE

Job Title: Senior Communication & Engagement Officer	Role Reports to: Internal Communications & Engagement Manager	Business Function: Marketing & Communications (People Plus)	Grade: F
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<p>Job Purpose:</p> <p>Responsible for the development and delivery of creative, engaging on and off-line customer communications and engagement activity for the Group and its subsidiaries and brands.</p> <p>This will primarily include writing engaging multi-channel content for customers and colleagues; coordinating campaigns and customer engagement events and development and execution of regulatory and best practice communications e.g. annual reports, surveys, newsletters, e-shots).</p> <p>Working within the wider Marketing and Communications and closely aligned to the Customer Experience and Insight teams, the post holder will demonstrate professionalism, technical competence, good interpersonal skills with people at all levels, and customers, and the ability to work independently as well as within a team.</p>	<p>Key Competencies:</p> <ul style="list-style-type: none"> • Flexibility and resilience • Meeting customers' needs • Interpersonal understanding • Results focus • Building relationships • Gathering and seeking information • Impact and influence • Innovation • Problem solving and decision making
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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
2. Write engaging, high impact, targeted communications, embedding key messages across multiple channels (both on and offline) and including face-to-face events to support customer experience
3. Lead in the preparation, design, content management and production of core customer touchpoints e.g. newsletters, leaflets, surveys and annual reports, etc.
4. Devise engaging customer-facing campaigns to support our vision and key business objectives
5. Work with the wider marketing and communications team to ensure all activity is aligned to an overarching strategy, timely, on brand and measurable
6. Work with the Customer Experience & Insight team to build a clear profile of all our customer segments and the best way to engage with them
7. Work closely with the Digital Marketing Officer and suppliers to contribute to the Group's social media strategy
8. Strong alignment with PR to ensure messages are aligned
9. Provide robust advice and guidance to key stakeholders (including senior leaders) across the Group on communications and engagement best practice
10. Adhere to brand and communications guidelines to ensure effectiveness and consistency
11. Audit on and offline channels to gain insight from our key audiences and activities – making sure they are relevant, culturally aligned and proven effective, to inform future strategies based on data and insight
12. Work collaboratively with marketing and communications team to utilise resources and maximise effectiveness
13. Undertake additional duties appropriate to the role and/or grade.

	Essential	Desirable
Knowledge	<ul style="list-style-type: none"> • Able to demonstrate proven track record of successful communication and engagement activity • Demonstrable track record of delivering multi-channel communication plans 	<ul style="list-style-type: none"> • Demonstrable evidence of where innovation has been introduced to work programme
Skills	<ul style="list-style-type: none"> • Excellent organisational and time management skills with the ability to multitask • Ability to communicate, adapt and adjust with confidence at all levels within the organisation • Excellent planning skills • Articulate with exceptional copy writing ability for both on and offline • Creative minded and pro-active with new ideas • Ability to use both digital and offline communication practices to gain measurable results. 	
Experience	<ul style="list-style-type: none"> • Solid experience of customer communication and engagement, including campaign planning / delivery • Experience with digital communication platforms as well as traditional channels • Experience of working to measurable targets and deadlines • Experience of customer facing event support 	<ul style="list-style-type: none"> • Experience of working within a busy marketing and communications team • Previous experience in the development/house building sector

	Essential	Desirable
Qualifications/Education	<ul style="list-style-type: none">Educated to degree level (or equivalent experience) in communications, marketing or Public Relations (PR) or English, Linguistics, etc.	<ul style="list-style-type: none">Chartered Institute of Marketing (CIM) / Chartered Institute of Public Relations (CIPR)
People Management Responsibility?	No line management responsibility	
Budgetary Responsibility?	No budgetary responsibility	
Key Relationships (internal/external)	<ul style="list-style-type: none">DirectorsColleaguesCustomersInvestorsKey StakeholdersMedia & Agencies	
Safeguarding of Children Young people and Vulnerable Adults <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.</p> <p>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 - Work collaboratively with wider teams to influence positive customer engagement by 10% by the end of March.	
2 - Collectively increase positive on and offline coverage by 10% by the end of March.	
3 - Work collaboratively with the wider team and CIX team to agree customer engagement content plan by end of November 2019.	

Date Role Profile Created/Updated:	July 2019
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