

Communications Manager (Corporate Services)

Role Profile

Role Title	Department	Reports to
Communications Manager	Corporate Services	Head of Strategic Programmes and Improvement

Role Purpose

This post involves working in a small and dynamic team. The position has responsibility for a Communication Officer and will help to shape and drive our overall internal and external communications plans and strategy. Contributing and delivering a communication and marketing strategy; including internal audiences (our people and teams) and external (tenants, owners, service users, and stakeholders). The position will also help the Corporate function manage and coordinate a range of presentations, annual meetings and online events.

The postholder will help to design, develop and support the SMT, Leadership and Strategic Programmes Teams in delivering on commitments in our strategy and annual business plan. The role is responsible for securing clarity around the strategy and business plan and drawing on it to prepare internal and external communication plans.

There are three principal elements to the role; internal communications ensuring that colleagues are supported in their work through the delivery of effective communications. External / PR communications increasing awareness of Bield, driving our ambitions of landlord of choice and our brand free-to-be. Finally support to the Board and SMT team for a range of essential corporate events and publications.

Key Responsibilities and Accountabilities

General

1. Production and ownership of annual planning, including appropriate channel selection and success measures.
2. Support the organisations improvement and change programmes with strategic communications; shaping the development of culture, behaviours, approaches and ultimately successful services.
3. Lead and inspire the Communications Officer to ensure they are productive, well directed and achieving key objectives.
4. Support, develop and manage appropriate content, ensuring that all content, including photography, videography, graphic design and copy, meets brand guidelines and objectives for all advertising, social media and communications.
5. Support the SMT to prepare presentations/scripts/stories for colleague communications.

Public Relations

6. Work with our Communication and PR consultants to promote our activities and achievements, establish, maintain and develop good lines of communications with the press and media and co-ordinate press enquiries.

Communications Manager (Corporate Services)

7. Identify newsworthy events and stories to share our story in national print, radio, online and TV, from our developments and support services.

Marketing

8. Using marketing approaches to inform and educate prospective customers about Bield and the services and support offered.
9. Through the use of promotional tools, market our services and support to persuade potential customers that Bield are the landlord of choice and that the brand free-to-be makes them a suitable potential tenant.

Publications

10. Write press releases, website content, social media, blogs and media briefing documents.
11. Schedule, plan and create content for newsletters and staff briefings.
12. Design a range of digital and print resources, e.g., newsletters, booklets, leaflets and flyers for various audiences, including professionals, frontline service staff and tenants. Responsible for all aspects of the process, from copywriting to the circulation of the completed products.

Digital Platforms

13. Create and schedule content across all social media channels and ensure that our websites/intranet are up to date.
14. Create and directing impactful digital content, ensuring that it is engaging, up-to-date and accurate.
15. Use of social media to promote Bield to target and engage key audiences. To connect critical audiences to our services and objectives and to report and gather feedback and intelligence.

Administration

- 12 Act as the first point of contact for SMT with regard to Bields external communications such as providing support with conference presentations/events.
- 13 Manage the Marketing budget for the company by analysing and investing in strategies and campaigns that deliver the best results and profits.
- 14 Review, track and analyse all Marketing and PR activity to demonstrate value and impact.
- 15 Manage Bields photo and media library, ensuring a ready supply of images for all communications and checking licence and permission requirements.

Generic Responsibilities & Accountabilities:

- Understand what is required of you and how your role contributes to the team and departmental priorities
- Regularly review your working practices to identify improvements that simplify processes and decision making
- Provide support to your Manager as and when required

Communications Manager (Corporate Services)

- Act in a fair and respectful way when dealing with others
- Proactively contribute to the work of the whole team
- Work with your manager to regularly review your priorities, objectives and timescales
- Take responsibility for delivering agreed outcomes on time and to standard, using your initiative
- Take ownership for complaints and issues, focusing on providing the right solution, keeping customers up to date with progress

Health and Safety and Equality and Diversity Responsibilities:

- Ensure adherence to relevant policies, procedures, regulations and legislation relating to health and safety and equality and diversity.
- Ensure you understand your responsibilities for Health and Safety at work.

Budget and Resource Management Responsibilities:

- Understand the costs related to your role and ensure you choose the most efficient way to deliver your outputs
- Ensure compliance with GDPR and FOI Legislation

Any other reasonable duties assigned by your manager or another more senior manager in Bield

Key Relationships

	CEOs	Directors	Heads of	Manager s	Peers
Within own function	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Outside own function	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
External to Bield	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Critical Knowledge, Experience and Skills required

Experience in leading, planning and delivering communications strategy, plans and campaigns.	Essential
Demonstratable experience in helping to transform products/services by supporting improvement of change programmes.	Essential
Demonstratable experience of storytelling and simplifying the complex through content that is both engaging and factual	Essential
Understand the value of tailored messaging by crafting copy that engages the hearts and minds of all internal and external audience	Essential
Extensive experience managing several channels, running communications campaigns and managing complex themes.	Essential
Experience of managing and briefing external agencies, monitoring and assessing campaigns, and measuring impact and investment.	Essential
Excellent verbal and written skills with the ability to communicate effectively at all levels	Essential
Skilled at liaising with external (PR) contractors and consultants, customers and senior staff	Essential
Management skills: ability to inspire and guide the Communications Officer with clarity	Essential

Communications Manager (Corporate Services)

Creative skills for contributing new and innovative ideas	Essential
Skilled use of Microsoft Office software including Powerpoint, Excel, Word, Outlook, MS Teams, content management systems and design software.	Essential
Efficient, skilled at juggling multiple projects and deadlines	Essential

Education and/or Professional Membership Requirements

Degree Level in a relevant discipline or equivalent experience gained through relevant work experience. (Essential)	Essential
Diploma Level Qualification (Level 6) in marketing, digital marketing and/or communications recognised by Chartered Institute of Marketing. (Desirable)	Desirable

OTHER

This section specifies other factors which may be necessary:

Committed to the aims and objectives of Bield Housing & Care and to the ethos of the voluntary sector	Essential
Committed to achievement of quality management, tenant/customer orientated service and securing value for money in all aspects of Bield's operations.	Essential
Full driving license and access to a roadworthy vehicle insured for business purposes	Essential