

JOB DESCRIPTION

Job Title:	Communications & Marketing Officer
Employer:	Harbour Homes
Salary:	Spot salary
Responsible To:	Group Governance and Regulation Manager
Responsible For:	N/A
JD Last Reviewed	February 2026
JD Last Evaluated	October 2021

Job Purpose

To contribute to the internal and external communications and marketing activities of Harbour.

This will include collaborating on, delivering and evaluating engaging communications campaigns and effective marketing tactics in both non-profit and commercial settings. The role holder will have close working relationships across Harbour to ensure a joined-up approach to messaging.

CORE AREAS OF WORK & KEY ACCOUNTABILITIES/RESPONSIBILITIES

Core Area of Work	Key Accountabilities/Responsibilities (you will be held accountable for)
Internal communication	<ul style="list-style-type: none"> • Contribute to the development of internal communication strategies, plans and activities • Fulfil requests to deliver internal updates using effective tactics and appropriate communication channels
External communication	<ul style="list-style-type: none"> • Contribute to the design and delivery of external communication campaigns • Assist internal stakeholders with customer communications efforts, ensuring relevant and successful tactics are used • Collaborate on the creation of publications (print and digital) targeted at external stakeholders eg tenant newsletters, customer leaflets, handbooks etc • Fulfil requests to update the website ensuring its content is relevant and engaging

Core Area of Work	Key Accountabilities/Responsibilities (you will be held accountable for)
	<ul style="list-style-type: none"> • Source and create relevant content to grow audiences and engage with stakeholders on social media
Corporate communication and brand management	<ul style="list-style-type: none"> • Collaborate on the creation of key reports (print and digital) eg Annual Report, Landlord Report etc • Contribute to brand development and ensure staff awareness of brand guidelines and tone of voice is maintained • Assist in the planning and delivery of external events and engagement activities aimed at bringing together tenants and other members of the community
Public relations	<ul style="list-style-type: none"> • Identify relevant media opportunities and write press releases on behalf of and in collaboration with management and staff • Respond to media queries • Plan, organise and contribute to the delivery of relevant public relationship building activities and events
Marketing	<ul style="list-style-type: none"> • Contribute to multi-channel marketing planning and activities and evaluate their effectiveness • Identify opportunities to position Harbour Homes and its subsidiaries in alignment with our strategic goals, mission and vision

Key contacts/Stakeholder management

Internal: GLT, RSL Managers, Subsidiary Managers, HR, Placemaking, Neighbourhood Services, Assets, Board Members

External: Tenants (of Harbour Homes and Harbour Lettings) and customers (of Harbour Multi-Trades); Members of the local community; Website developers; Creative agencies; Journalists; Other local charities and housing associations we partner with

PERSON SPECIFICATION	E	D
<p>Education and Qualification</p> <p>Educated to Degree level or equivalent (SCQF Level 9) in communications, marketing or a related discipline.</p>	E	
<p>Experience</p> <p>Significant experience in a communications and/or marketing role.</p>	E	
<p>Knowledge</p> <p>Advanced understanding of multi-channel communications and marketing approaches in non-profit and commercial settings.</p> <p>Understanding of General Data Protection Regulation (GDPR), particularly in relation to direct marketing.</p> <p>Understanding of Direct Marketing and UK Advertising Codes of Practice.</p> <p>Awareness of the regulatory framework within which housing associations operate.</p>	E E E	D
<p>Skills</p> <p>Advanced written and verbal communication skills.</p> <p>Advanced editing and proofreading skills.</p> <p>Developed Microsoft 365 skills (eg Word, Outlook, Teams, SharePoint, Excel and PowerPoint).</p> <p>Developed web content management systems skills (eg WordPress)</p> <p>Developed social media skills and confidence using and evaluating performance of social media platforms (eg LinkedIn, Facebook).</p> <p>Developed data analysis and insight reporting skills.</p> <p>Developed graphic design skills with experience of Adobe InDesign or similar software</p> <p>Developed media relations skills</p> <p>Basic video production and photography editing skills.</p> <p>Basic Google Analytics and SEO skills.</p>	E E E E E E	D D D
<p>Additional requirements</p> <p>The role is primarily desk-based, with attendance at meetings across sites as necessary</p>		