

Northern Housing Consortium

Job Title: Communications Manager

Responsible to: Executive Director (Policy & Public Affairs)

Responsible for: Communications & Marketing Officer (Digital Specialist)

Section: Policy & Public Affairs

1 Main Purpose of the role

- To develop and manage an integrated, multi-media marketing and communications strategy for NHC that maximises our impact and effectiveness amongst members and stakeholders.
- Ensure coordinated internal and external communications across all stakeholders.
- Ensure that the NHC brand and reputation is developed, maintained & upheld at all times.
- To deliver NHC's commercial requirements around sponsorship

2 Key Tasks and responsibilities

- Manage the communications and campaigns budget for the NHC.
- Ensuring compliance with brand guidelines for all visual materials and that the messages being conveyed are clear and consistent with the NHC brand ethos
- Deliver day to day activities to achieve marketing objectives including website, email, member news, social media, event communications and media relations
- Liaise with press and develop relationships with key media to secure coverage.
- Promote features and benefits of membership to members and supporters
- Work with the Senior Policy Advisor to develop NHC position statements on key policy developments and to implement campaigns
- To develop coordinated marketing plans for key products and services delivered by NHC (excluding Consortium Procurement).
- Produce product & service marketing collateral.
- To proactively contribute to effective customer account strategies, management and engagement.
- To develop the marketing strategies for events and other member engagement activities.
- Support member engagement managers to deliver the events
- Proactively contribute to business intelligence by capturing and acting upon business intelligence obtained through day to day work
- Organise and chair Communications in Housing roundtables biannually and manage all communications with the communications network
- Pull together and manage the creation of the annual report alongside other publications
- Write clear copy which promotes and supports the NHC's aims

3 Role Specific Competencies and Values

We are Member Focused

- Manage the provision of information & analysis in terms of website usage, press coverage, social media presence etc.
- Ensure clear delivery and marketing systems for events programme.
- Ensure proactive relationships with members help to provide insight and intelligence and such intelligence is utilised effectively within the NHC to enhance and develop services including events and exhibitions.
- Responsible for the design process and the proofing of all marketing materials relating to NHC activities e.g. flyers, adverts, delegate packs, banner stands, campaign packs

We are Collaborative

- Review and manage the consistency of marketing content produced by service areas to ensure this meets NHC brand and style requirements
- Provide appropriate support for non-NHC events & exhibitions i.e. provision of biographies, logos, adverts etc.
- Develop and deliver the supporter package proposals to maximise the income generation to NHC through sponsorship
- Working with project managers to develop and execute targeted campaign plans across service areas. Ensuring that campaigns are holistic and encompass all aspects of NHC's work. This will involve:
 - holding regular meetings to monitor work plans
 - coordinating the flow of information
 - ensure that all marketing related tasks within a specific campaign are achieved
- Work across the organisation to ensure the value of all the parts of the NHC are used to help develop and sustain products and services
- Proactively contribute to business intelligence to further develop our services for members
- Actively support team working across the organisation
- Lead in the delivery of NHC objectives
- Carry out other such duties as may be necessary for the successful operation of the NHC
- Fulfil the requirements of the post in a professional manner and in doing so achieve high standards and agreed personal performance targets are met.

We are Innovative

- Ensure adequate planning for and control of revenue generating activity to convert budget requirements
- Continually develop your understanding of effective marketing methods that enhance member engagement
- Plan the annual communications activity planner, linking into individual campaign plans where appropriate, and arrange design of materials as required
- Develop new event delivery approaches and regularly refresh content
- Write and distribute press releases and respond to media requests

We are Supportive

- Act as a role model for staff in particular when dealing with members and stakeholders
- To act as an advocate and ambassador for the NHC
- To exemplify the culture, values and behaviours of the organisation

- Ensure all team members are clear about their role and how they contribute to the success of the NHC
- Encourage, coach and support team members to develop

4. Qualifications and Experience

- Educated to Marketing degree standard or equivalent or be able to demonstrate equivalent experience in a marketing based role
- Strong copy writing skills
- Strong administration skills
- Strong verbal and written skills
- Knowledge and experience of content management systems
- Excellent understanding of Microsoft Office; Excel and database packages
- A team player
- Graphic design skills (desirable)
- Experience of using Adobe Creative Suite (desirable)

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OUR VALUES

We are Member Focused

(our members are at the heart of everything we say and do)

- We build positive relationships both internal and external to the NHC
- We go 'above and beyond' to ensure value for money to our members and within our own organisation on behalf of our members
- We identify priorities based on understanding member and organisation needs
- We are tenacious in support of our members.

- We actively support and contribute to the work of our colleagues
- We help to create a diverse and trusting work environment where everyone can be themselves
- We are approachable, warm and friendly
- We openly share learning and skills across the organisation and our membership.

We are Collaborative

(we work together as a team)

We are Innovative

(we are creative and flexible)

- We react to new challenges quickly and positively
- We demonstrate creativity and innovation in our work
- We regularly review and improve our products, systems and processes
- We are flexible and willing but also realistic.

- We empower our people to make decisions and treat each other with consideration and respect
- We encourage the development of our staff
- We recognise and celebrate the success of the organisation, our teams and individuals
- We take responsibility and we deliver.

We are Supportive

(we help each other to be stronger and more confident)