



Marketing and Communications Officer

Job description and person specification



Job description – Marketing and Communications Officer

Reporting to the – **Communications Manager**

Work Location: **Hybrid. Travel expected across Shropshire and Staffordshire**

Summary of role:

The role of Marketing and Communications Officer plays an integral part in promoting, enhancing and protecting the Group's reputation while championing our services and brands, which enables the operational delivery of the following organisational priorities:

- Delivering more for our customers
- Having the capacity to build more homes
- Being a great place to work for our colleagues
- Being a financially resilient business
- Being a key influencer in the region

The role has responsibility for role modelling and embedding our valued behaviours, and supporting the wider business to develop a positive, inclusive and engaging culture:

- Own it – Make it happen
- Improve it – Move things Forward
- Live it – Show understanding and compassion

The role will develop, plan and execute comprehensive and effective marketing communications campaigns aligned with the company's overall objectives and target audiences.

It will also focus on building positive brand perceptions and communicating positive key messages to our audiences, bringing creativity to the fore and playing a key role devising and delivering effective campaigns.

Key areas of responsibility:

- Work closely with teams across the Group to support their marketing and communications requirements, providing high quality advice and creating and delivering well executed marketing communications solutions across various

channels, such as digital advertising, social media, email marketing and traditional media that deliver results.

- Generate accurate, timely and engaging content (written, image-based and multimedia) to share and promote the organisation across all channels.
- Work on external communications and marketing campaigns – delivered across traditional and digital channels – which support the Group’s strategic objectives.
- Use project planning techniques to deliver campaigns on time and within budget, engaging and briefing photographers, graphic designers, filmmakers and print and distribution suppliers as required.
- Provide an editorial and copywriting service, working with internal customers across the Group, to produce content for online, newsletters, long form and social media.
- Support graphic design, video content and photography.
- Lead or support the organisation and hosting of corporate and other communication events.
- Ensure websites are up to date, with relevant content and news stories/blogs, using CMS platforms. Co-ordinate and carry out testing as required.
- Evaluate and monitor effectiveness of marketing and communications activity. Providing reports on to identify trends, issues and areas for improvement.
- Keep up-to-date with industry news and trends and help colleagues to stay up-to-date through updates and briefings as required.
- Support the implementation of the organisation’s integrated marketing and communications plans – incorporating marketing, publications, web and intranet, event management and promotions.
- Make accessibility and inclusivity a priority. Develop content can be used and understood by the widest possible audience, in-keeping with the industry standards for accessibility.
- Act as a representative for the Marketing and Communications team on relevant projects, as needed.
- Develop positive working relationships with staff across the Group

Additional responsibilities:

- **Financial responsibility:**
 - None
- **Health and Safety:**
 - In order to maintain a safe working environment, keep yourself and others safe, maintain a positive safety culture and help your Line Manager and Safety Representative achieve our Health & Safety aims and objectives, you will be conversant with the Current Health And Safety Policy on the Intranet in particular the Statement of Intent and section 5.6 and 5.7 of the Policy “Health & Safety Responsibilities”.
 - Responsible for ensuring that all of the Group’s Health and Safety policies and procedures are fully implemented and adhered to.
- **Data Protection:**
 - To follow the Data Protection principles in all work activity
 - To attend any training specific to the role regarding GDPR

No job description can be entirely comprehensive and the jobholder will be expected to adapt and carry out such other duties as may be required from time to time, on the understanding that they will be within the individual’s remit and capability, and consistent with the status and responsibilities of the role within the organisation.

Person Specification

What do I need to be successful as the Marketing and Communications Officer:

- Excellent writing skills, suitable for different channels and audiences.
- A strong working knowledge of Microsoft products (Word, PowerPoint, Excel, etc)
- Digital content skills including writing, sub-editing, uploading in a CMS, CMS troubleshooting.
- Excellent digital media and communication knowledge and skills.
- Ability to produce digital content to a standard suitable for workplace use.
- An excellent understanding of the use of social media for business, of all platforms, and how to use them to deliver key messages and maximise the organisation's reputation.
- Knowledge of the use of monitoring of web statistics using web analytical tools, and reporting and using that information to make improvements.
- Knowledge and experience of search engine optimisation (Desirable)
- Ability to manage website content and updates using a CMS.
- Strong organisational skills, an ability to organise own workload, and experience of prioritising workload to meet tight deadlines.
- Passionate about keeping up to date with the latest trends and best practices in marketing and communications.
- A team working ethos with exceptional collaboration skills.
- Ability to communicate, support the organisation's priorities, culture and purpose.
- A strong commitment to Equality, Diversity and Inclusion.
- Ability to work at pace.
- Ability to communicate complex information in a concise and accessible way to a variety of audiences.
- Knowledge of latest technology relevant to this portfolio.
- A commitment to treating customers and colleagues with commitment, integrity and respect, and an ability to adopt an open, flexible and receptive approach to working with others.
- Is flexible in approach to hours worked, including evenings and weekends when required.
- Can respond out-of-hours to update content and manage content issues where necessary.

Additional specialist skills and qualifications to be successful in this role:

- Possession of relevant degree, HNC, or equivalent professional marketing and communications qualification (Essential)
- Experience of creating and delivering well executed marketing communications solutions. (Essential)
- Experience of working within a marketing and communications environment. (Essential)
- A sound understanding of the challenges facing the housing sector and the regulatory and legal frameworks we operate within (Desirable)
- Full Driver's Licence

Training and Development:

In line with our Group values 'Own it, Improve it, Live it' you will receive a role specific training plan to support you in the role of Marketing and Communications Manager.

You will be required to complete continuous professional development, to further support your role and the Group.