

Senior Communications Officer (part-time)

Recruitment

Pack



Welcome and Introduction

Dear Applicant

I am delighted that you are interested in applying for this new role as part-time Senior Communications Officer at Reside. We are an independent, financially secure charitable organisation operating nationally and I am looking forward to recruiting a new colleague to be part of the team at an exciting point in our history.

As a values led organisation, all staff need to be able to be an ambassador for Reside and act in accordance with our values at all times:

Be Collaborative, Focus on People, Be Responsive

Reside is a leading provider of accommodation for those with support needs, operating throughout the UK. We are a charitable society under the Co-operative and Community Benefit Societies Act 2014 (number 29475R) and registered with The Social Housing Regulator (number 4745).

Since our inception in 2002, Reside's motivation has always been to assist and promote independence in the community for adults with a disability, especially those with learning disabilities, enduring mental health problems, autism and/or acquired brain injury.

Our primary purpose is to provide good quality housing for our tenants. Personal support is provided by care and support providers through the tenant's personal contractual agreements and social care commissioners. This complimentary approach is designed to promote choice and enhance independent living, whilst at the same time protecting the rights and welfare of our tenants. To achieve these objectives, Reside partners, consults and contracts with many local authorities, local and national care and support providers, tenants, and their families. Our wide ranging experience places us at the forefront in the provision of housing for people with support needs.

We provide everyday homes within the community, regardless of the support a group or individual may require, with an emphasis on creating safe and homely environments. Reside has experienced growth over the past couple of years and currently proudly operates approximately

350 properties located throughout the UK, housing over 1450 tenants. We offer a range of accommodation including bungalows, flats, bedsits and shared houses. The vast majority of the properties are acquired on a leasehold basis, but there is a small, but growing, portfolio of properties that have been purchased.

Current Position

We are growing and have ambitious plans for the future.

We are seeking to add someone to the organisation who can bring a dynamic, insight-led and experienced approach to our external communication channels. Someone who is end-user focused, brimming with creative ideas and keen to bring them to life. The ideal candidate will be a communications self-starter with the experience to hit the ground running, focusing on developing impactful and compelling social media content, website and print communications and media assets that engage our tenants as well as potential tenants, their families, care and support providers and social care commissioners.

Having worked with a content agency over the last two years to improve our social media profile and our marketing collateral we now want to move to a different model, with a dedicated person leading Reside's communications. However we are a small housing association, so to make this viable we are partnering with the Communications team at another local housing association, Hastoe. As Senior Communications Officer, you'll lead on Reside comms but also be part of this wider team where you'll enjoy the support of colleagues with whom you'll be able to share content ideas and plans for Reside, discuss progress and review your learnings. Just as important you will be building close relationships with your colleagues at Reside too, getting to know the organisation, encouraging staff to flag potential stories, liaising on media items and capturing the essence of the organisation to best reflect it in all communications.

Ultimately if successful, this opportunity will give the right candidate the potential to shape and grow the role for the future.

Location

Our office is in Hampton Wick, Kingston, as is the Hastoe office. Both are within a very short walking distance from Hampton Wick main line rail station. When we are less constrained by COVID 19 we will need someone who can work both at home and with the teams based at Hampton Wick, as well as someone who is willing to travel as required.

How to apply

To apply, please send your CV and no more than 2 sides of A4 describing why you are an excellent candidate for this position to: applications@residehousing.com

We look forward to hearing from you.

Kind regards

Diane French

CEO

Timetable for Recruitment:

Closing Date: **Friday 2nd October**

Shortlisting: Tuesday 6th October

1st Interviews: **w/c 12th October**

2nd Interviews: **w/c 19th October**

Job Description

JOB TITLE	Senior Communications Officer
JOB TYPE	Part-time, Fixed Term Contract for 12 months
RESPONSIBLE TO	Communications Manager (at Hastoe)
RESPONSIBLE FOR	Development and delivery of communications for Reside
PLACE OF WORK	Head Office in Hampton Wick, London/ nationwide travel across sites (mainly home-working at present)
HOURS OF WORK	Part-time at 14 hours a week. 25 days holiday per year plus Bank Holidays (pro rata)
SALARY	£30k (pro-rata) , contributory pension, Private Medical Insurance after 12 months

Purpose of Job:

In this new and varied role, you will be leading, developing, managing and delivering Reside's communications plans. This will include maintaining and updating our social media platforms and the website, developing a diverse range of content and media assets and ultimately helping to increase our brand profile amongst key stakeholders and improve engagement with our tenants and their families. You will report into - and be supported by - the Hastoe Comms team.

For this role, it is essential you have a proven track record in communications, are a strong content writer, confident and well organised and experienced in driving strategic engagement across a range of audiences.

Key tasks, duties and accountabilities of the post

- Responsibility for leading and improving content in Reside's suite of external communications channels including social media, website, press releases and printed assets
 - Producing high quality posts, blogs, news articles, printed newsletters and developing clear briefs for commissioning photography and videos where required
 - Managing and liaising with external suppliers such as photographers, designers, printers and videographers to ensure their work is delivered to a high standard and in a timely manner
 - Managing Reside's PR activity by writing press releases when required and responding to media enquiries, as well as ensuring the media/stakeholder database is up to date
 - Setting success metrics and tracking results of content assets and campaigns to support a test and learn approach to improving impact
 - Building effective relationships with external stakeholders as well as Reside colleagues to increase opportunities to create powerful content and engagement plans
 - Working closely and collaboratively with the Communications Manager at Hastoe - sharing planning and delivery tactics for Reside's communications activities and campaigns
 - Playing a proactive role in supporting the Communications partnership between Reside and Hastoe, attending regular planning meetings and team sessions and updating and reporting results to the Reside team when required
 - Managing the range of administrative tasks required to ensure the smooth running of the Comms function at Reside
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SUMMARY OF ROLE:

To lead, develop and deliver communications for Reside to help raise our profile, engage and support our tenants and a range of key stakeholders and be an ambassador for Reside, acting in accordance with our values at all times:

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Other

- To follow all policies and procedures in accordance with the role and attend mandatory training when requested.
- To ensure you work in accordance with the Equality Act 2010 and the Equality & Diversity Policy at all times.
- To carry out any other duties which may be, from time to time, requested by the Executive, commensurate with the position.

Person Specification

	E = Essential, D= Desirable
Education & qualifications	<ul style="list-style-type: none"> • Educated to degree level or equivalent qualification in PR, communications or related discipline (E)
Experience, knowledge, understanding	<ul style="list-style-type: none"> • At least two years' experience of working as a Communications professional and independently leading areas of work (E) • Experience of creating and managing communications and social media plans (E) • Experience of successful partnership working and relationship management to meet the aims/objectives of a large service organisation (E) • Experience of handling press enquiries (E) • Personal and professional demeanour, with ability to interact with staff and stakeholders in a way that engenders confidence internally and externally (E) • High energy, dynamic, self-starter, good at generating and refining ideas (E) • Ability to ensure the delivery of customer focused services and foster a culture of excellent customer service (E) • Highly developed communication skills, with the ability to think innovatively and present information clearly (E) • Strong analytical skills and a creative approach to problem solving, with the ability to anticipate issues and make appropriate decisions around competing priorities and resources (E) • Knowledge of supported housing services (D)

Technical & professional skills	<ul style="list-style-type: none"> • Excellent IT skills, ability to use Microsoft Office packages and demonstrate an ability to learn other software packages (E) • Ability to write copy and edit other people’s writing to a high level, ensuring language is accessible and in line with Reside values (E) • Experience of Easy Read and Makaton content development (D) • Management of website CMS (E) and Wordpress in particular (D) • Ability to effectively use Google Analytics (E) • Experience of social media scheduling platforms such as Hootsuite or SEMRush (D)
Customer Focus (E)	<ul style="list-style-type: none"> • Demonstrates customer focus at the core of all activities • Fully committed to the values, aims and objectives of Reside
Equality & Diversity (E)	<ul style="list-style-type: none"> • Ensures equality of opportunity in all activities • Values diversity, respecting difference
Other	<ul style="list-style-type: none"> • Able to travel throughout the area of operations with overnight stays (E) • Use of car for travel (D)