



CHIEF EXECUTIVE'S UNIT

JOB DESCRIPTION

Post Title	Communications Officer
Salary	£24,626 per annum rising to £27,362 per annum (following successful completion of probationary period).

Main Purpose of Job	To provide the lead for communication and oversee the presentation of information internally, to customers, stakeholders and external audiences. To assist and advise the Executive Team and Service Leads in effective communication of strategic plans, performance and operational issues. The postholder will develop and deliver a Communication Plan, identifying key stakeholders and communication practices. The retrieval and presentation of information to Board, Executive and senior management as well as customer groups will form a key part of the role, which will involve research and analysis of data and the presentation of information.
Reporting responsibility	The postholder reports to the Assistant Director (Quality and Performance)

Main Duties and Responsibilities of the role:

- **To develop and deliver a Communications Plan which supports the Company's Strategic Objectives.**
- **To ensure the effective retrieval, analysis and presentation of relevant information for use by the Board and Executive/Senior team in its decision making.**

External presence

- To oversee and advise on the Company's 'image' through monitoring external communications.
- To advise on corporate image and branding and ensure consistency of approach in external communications.
- Co-ordinate the design and production of strategic documents that reflect SLH's corporate image.
- To manage content on SLH website and social media platforms.
- To engage with local media and proactively deliver features, press releases and radio

opportunities to promote the work of SLH.

- To respond to media enquiries and co-ordinate the company's response to negative coverage or serious incident.
- Organising and/or attending networking events and meeting with stakeholders to help raise our profile.
- Representing the company in sector-based communications and PR forums, campaigns and networks.
- Producing content for award bid submission and providing editorial assistance.
- Undertake stakeholder awareness surveys and analysis as required.

Customer Communications and information

- To ensure that the company's web site provides clear, easy to access relevant information that customers have a right to expect from their landlord
- To provide advice and guidance to service teams about written communication style to customers promoting the use of jargon free, customer centric language.
- To monitor communications to customers and information generally available to ensure it meets expected standards
- To ensure that service standards and advice to customers are presented to the agreed standard and that corporate image is maintained.
- To liaise with customers groups and consult on the provision of information and style and standard of communication.

Internal Communications

- To stimulate and coordinate news items and produce a regular staff newsletter and monthly briefing note.
- To collate and present relevant information for Chief Executive briefings, Board meetings and strategy days.
- To facilitate cross team networking events to promote internal communications.
- To consult colleagues on communication flows and encourage participation amongst teams.

Information

- To interrogate information repositories to analyse relevant information for the company
- To analyse trends and inform appropriate Executive or Head of Service of relevant information / statistical data.
- To interrogate data and translate into business led insight to assist in option appraisal.
- To liaise with external Insight Manager to identify trends.

Person Specification Communications Officer

Ideally candidates will be able to fulfil the majority of the criteria outlined below

E = Essential

D = Desirable

1	Education and Qualifications	
A	Five GCSE or equivalent, including Maths and English	E
B	Graduate level qualification or equivalent qualification in Marketing and Communications	D
C	Evidence of commitment to Continuing Personal and Professional Development	E

2	Experience	
A	Experience in successfully working within a market and communications environment	E
B	Demonstrable experience in developing and administering electronic information systems to meet customer's needs	E
C	Experience of liaising with others to collate information and	D
D	Experience of developing positive relationships with external media outlets	D
E	Experience of using social media with an interest in emerging online trends	D

3	Skills and Attributes	
A	An excellent user of IT	E
B	Ability to communicate effectively with a diverse range of people, in particular Board Members, Chief Executive, Executive Management Team, Head of Service and members of the public, and act professionally at all times.	E
C	A strong commitment to team working and proven ability to work well as part of a team	E
D	A strong commitment to delivering excellent customer service	E
E	Excellent organisation and administrative skills with the ability to work effectively to deadlines, meet targets and achieve demonstrable results	E
F	Ability to pay attention to detail, producing accurate and well-presented information, presentations, reports and documents.	E
G	An understanding of best practice in research, feedback, collection and analysis	E

Conditions of Service:

- The Post holder will be expected to comply with the SLH's Code of Conduct for Employees.
- Equal Opportunities - SLH aims to be an Equal Opportunities Employer and has equal opportunities policies with which you are expected to comply at all times. SLH condemns all forms of harassment and is actively seeking to promote a workplace where employees are treated with dignity, respect and without bias, irrespective of disability, race, religion or beliefs, nationality, ethnic origin, age, sexual orientation, gender or marital status.
- Comply with the relevant duties and responsibilities under the Health & Safety Work etc. Act 1974. The Management of Health and Safety at Work Regulations 1999 (as amended) All relevant Codes of Safe Working Practice, policies and other health and safety information relevant to your Services area of work. The Health and Safety at Work Act stipulates that it is the responsibility of every employee to observe all rules governing health and safety and such safety equipment as provided must be used.
- All employees must have due regard to the SLH's current Management Arrangements for Data Quality. All employees have a responsibility to ensure that the data they collect, manage and report, including data from third parties is accurate, valid, reliable, relevant, complete and produced in a timely fashion to aid sound decision making and that appropriate procedures, systems and processes are in place to provide quality data.

Job Description drawn up by: - CEO
Date: - April 2019

Closing date for all applications: **Noon on Monday 3rd June 2019**