**Job Profile comprising Job Description and Person Specification**

**Job Description**

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| **Job Title:**  Housing and Regeneration Communications Manager | **Grade**:  PO6 |
| **Section:**  Customers and Partnerships | **Directorate:**  Chief Executive’s Group |
| **Responsible to following manager:**  Head of Communications Wandsworth /  Assistant Director of Housing Strategy & Development | **Responsible for following staff:**  Non Applicable |
| **Post Number/s:** | **Last review date:** |

**Working for the Richmond/Wandsworth Shared Staffing Arrangement**

This role is employed under the Shared Staffing Arrangement between Richmond and Wandsworth Councils. The overall purpose of the Shared Staffing Arrangement is to provide the highest quality of service at the lowest attainable cost.

Staff are expected to deliver high quality and responsive services wherever they are based, as well as having the ability to adapt to sometimes differing processes and expectations.

The Shared Staffing Arrangement aims to be at the forefront of innovation in local government and the organisation will invest in the development of its staff and ensure the opportunities for progression that only a large organisation can provide.

**Job Purpose**

* You will be the lead communications officer for the Housing and Regeneration Department. Under the direction of the Head of Communications for Wandsworth and the Assistant Director for Housing, Strategy and Development you will develop and deliver pro-active and re-active multi-channel communications strategies that strengthen the identity and reputation of the Housing and Regeneration Department with a particular focus on key programmes and projects being delivered in Wandsworth.
* A particular focus will be further developing and delivering the communication plans for the Council’s estate regeneration programmes and Council self-build programme “Housing for All”. Other projects are likely to be time limited and/or require development with these being wide ranging but focused on promoting the work of the Department to a range of audiences including local residents, the housing sector and as the opportunity arises more widely.
* The work will also involve developing successful working relationships with internal and external stakeholders.

**Specific Duties and Responsibilities**

* Develop, implement and evaluate multi-channel campaign plans which support the objectives and activities of the Department and Council with a particular focus in the first year on housing development and regeneration activities
* Develop great content for the Housing and Regeneration Department for use across all channels and audiences which aligns with and supports the Council’s key messages and objectives

* Maintain a forward communications plan for the HRD, incorporating Council and Partner communications activity as appropriate.
* Assist with and inform Community Consultation and Engagement activity including materials, channel content, celebrating and publicising key programme milestones.
* Ensure that Partners are sharing information and co-ordinating the integration of Partner and Council communications as appropriate.
* Build positive relationships with local stakeholders, other key partners and trade, regional and national press.
* Identify and proactively manage reputational issues and risks providing trusted communications advice to senior politicians and officers to support responses and decision making.
* Build awareness amongst key stakeholders of the Housing, Regeneration and Development teams’ work and champion the Housing for All brand, creating awareness and understanding of the council’s objectives.
* Develop a programme of visits and events for key influencers including local, national and industry media.
* Project manage the development of marketing and communications material, including print, press releases, website, e-newsletters and associated distribution
* Commission and manage agencies and other commissioned contracts, including setting project milestones and performance monitoring as required.
* Prepare reports on communications activity for Housing DMT as required ensuring that key milestones are achieved

**Generic Duties and Responsibilities**

* To contribute to the continuous improvement of the services of the Boroughs of Wandsworth and Richmond.
* To comply with relevant Codes of Practice, including the Code of Conduct and policies concerning data protection and health and safety.
* To adhere to security controls and requirements as mandated by the SSA’s policies, procedures and local risk assessments to maintain confidentiality, integrity, availability and legal compliance of information and systems.
* To promote equality, diversity, and inclusion, maintaining an awareness of the equality and diversity protocol/policy and working to create and maintain a safe, supportive and welcoming environment where all people are treated with dignity and their identity and culture are valued and respected.
* To understand both Councils’ duties and responsibilities for safeguarding children, young people and adults as they apply to the role within the council.
* The Shared Staffing Arrangement will keep its structures under continual review and as a result the post holder should expect to carry out any other reasonable duties within the overall function, commensurate with the level of the post.

**Additional Information**

* Some evening and weekend work may be required

**Person Specification**

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| **Job Title:**  Housing Development and Regeneration Communications Manager | **Grade**:  PO6 |
| **Section:**  Customers and Partnerships | **Directorate:**  Chief Executive’s Group |
| **Responsible to following manager:**  Head of Communications Wandsworth / Head of Programme Nine Elms | **Responsible for following staff:**  Non Applicable |
| **Post Number/s:** | **Last review date:**  August 2021 |

**Our Values and Behaviours[[1]](#footnote-1)**

The values and behaviours we seek from our staff draw on the high standards of the two boroughs, and we prize these qualities in particular –

* taking responsibility and being accountable for achieving the best possible outcomes – a ‘can do’ attitude to work
* continuously seeking better value for money and improved outcomes at lower cost
* focussing on residents and service users, and ensuring they receive the highest standards of service provision
* taking a team approach that values collaboration and partnership working

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| **Person Specification Requirements** | **Assessed by**  **A &**  **I/ T/ C (see below for explanation)** |
| **Experience** | |
| Significant experience of developing and delivering multi-channel communications strategies and plans for a variety of audiences that are both creative and deliverable. | A/I |
| A track record of proven delivery, demonstrating both creative and analytical skills | A/I |
| Experience of web editing and using social media | A/I |
| Experience of designing and commissioning the production and distribution of a wide range of printed and electronic materials | A/I |
| Knowledge and experience of local stakeholder consultation processes, ideally in a regeneration/redevelopment context | A/I |
| Experience of multi-agency working and ability to work effectively and collaboratively with public sector agencies, private sector developers and consultants | A/I |
| Knowledge of appropriate procurement procedures and regulatory frameworks | A/I |
| Ability to operate effectively within a complex political environment and provide trusted communications advice to politicians and senior leaders | A/I |
| **Skills & Knowledge** | |
| Excellent project management skills using a collaborative and professional approach and ability to operate well under pressure | A/I |
| Ability to work with a high level of autonomy and accountability | A/I |
| Excellent verbal and written communication skills with good attention to detail | A/I |
| Ability to negotiate, motivate, influence people, and manage relationships well | A/I |
| Personal organisation and time management: an ability to prioritise, to work flexibly, to work to tight deadlines; to complete tasks | A/I |
| Good numeracy skills | A/I |
| Effective IT skills including use of MS Office Word, Excel, Access and Project or equivalent | A/I |
| **Qualifications** | |
| Educated to degree level and/or additional  qualifications in marketing and/or communications | A/I |

**A – Application form**

**I – Interview**

**T – Test**

**C - Certificate**

1. These values and behaviours will be developed further as the SSA becomes established. [↑](#footnote-ref-1)