

Job Title: Communications Officer
Grade: Y5a
Reports To: Communications and Engagement Manager
Number of Reports: Nil

Key job element

- Develop and distribute communications content for use across a mix of internal and external channels including social and digital media, PR and printed materials.
- Explore and implement creative and innovative communication opportunities, including social and digital media, to support the strategic objectives.
- Contribute to the planning and delivery of internal and external communications and marketing activity on behalf of YHN, including proactive, reactive and crisis communications, to support and promote strategic objectives.
- Contribute to YHN's development and understanding of customer insight and segmentation, utilising journey mapping to inform communications activity and planning.
- Work with internal and external stakeholders to promote and support organisational values and Business Strategy.
- Build and maintain relationships with journalists, colleagues, partners and other key stakeholders.
- Contribute to and help deliver a proactive multi-channel internal and external communications plan and correlate budget provision with activity.
- Proactively manage media and social media to ensure the reputation of YHN is protected.
- Guide and enable the day to day delivery of internal communications between YHN's services, encouraging colleagues to work collaboratively and share information.
- Provide advice and support to colleagues and managers on matters relating to internal, external and corporate communications.
- Actively manage and update YHN distribution lists in accordance with GDPR regulations.
- Work with the customer engagement team to contribute to and help deliver a proactive multi-channel internal and external customer engagement and communications plan.
- Work closely with the business to develop and implement policies and strategies, including making a key contribution to the Business Strategy and other significant corporate initiatives.

Person specification

This area focuses on skills/ knowledge required in the role.

Essential Criteria

- Educated to degree level in a communications/PR/business/journalism or other relevant degree or equivalent experience.
- Personally credible with excellent verbal and written communication skills, including the use of IT.
- Strong interpersonal, verbal and written communication skills.

NOT PROTECTIVELY MARKED

- Demonstrable working knowledge of media and digital / social media.
- Able to effectively develop, evaluate and implement innovative communication, information sharing and collaborative working solutions to support business objectives.
- Able to assess and evaluate a range of options within day-to-day delivery of communications and business-support related activity.
- Able to deliver accessible communications within budget, covering a range of formats and languages.
- Able to organise and deliver high quality events for internal and external stakeholders.

Desirable Criteria

- Demonstrable understanding of UK social housing, public sector service environment

All employees are expected to be flexible within the scope of the role

*Your Homes Newcastle's Core Values play an integral part in determining our culture going forward and ensuring a progressive, sustainable and healthy working environment for our staff. Our values, practices and behaviours are at the heart of this and how our staff do things is as important as what we do. Our values are Be **Ready**, Be **Amazing**, Be **Revolutionary**, Be **Energetic**.*

*It is no coincidence that our values spell out the word **RARE**. We want YHN to be known as "unusually good or remarkable" and an organisation with people that "stand out from the rest".*

We expect our people to demonstrate the following behaviours:

Be ready - together we're prepared for anything:

This value is about being "prepared, willing, eager and prompt".

The behaviours we expect are:

- Take responsibility to keep up to date
- Take ownership
- Make best use of time and resources
- Own your development and that of others
- Work as one team cooperatively
- Be prepared to contribute
- Be organised and on time
- Share information, knowledge and good practice
- Be adaptable and flexible

Be amazing – we'll exceed expectations

This value is about being "passionate, impressive, excellent and progressive".

The behaviours we expect are:

- Care about people and YHN
- Take pride in what you do
- Behave with sincerity and integrity
- Be your best and inspire others to be theirs
- Do right by our customers
- Have a desire to make things better and improve lives

- Be an advocate for YHN
- Learns from mistakes

Be revolutionary – have courage and be bold

This value is about “leading the way, involvement in change, engagement, being radically new or different and being creative”.

The behaviours we expect are:

- Prepared to be different
- A positive influence on others
- Consider and think of imaginative solutions
- Decisive and unafraid to do what’s best
- Prepared to challenge constructively
- Open-minded, tries to say ‘yes’ more than ‘no’
- Supports and promotes change

Be energetic – making every day count

This value is about “vitality, being interested, keen, inspirational and motivated”

The behaviours we expect are:

- Passionate in all you do
- Is up for the task
- Celebrates achievements
- Is able to “bounce back”
- Is motivated and enthusiastic
- Challenges poor performance and negative attitude