

## JOB DESCRIPTION

### 1. JOB DETAILS

Job Holder	Community Housing Cymru
Job Title	Communications Advisor
Line Manager	Head of Policy and External Affairs
Directorate	Policy and External Affairs
Location	Hybrid / Cardiff

### 2. JOB PURPOSE

- To implement CHC's external communications activity, in line with our External Affairs Strategy.
- The post holder will work closely with other members of the Policy and External Affairs team to identify and secure opportunities for external coverage and engagement in our work on behalf of our members. This post will also provide intelligence and advice on emerging risks.
- To lead implementation, coordination and monitoring of CHC's internal communications plan and activity across the organisation and provide advice to the Senior Management Team and team members.

### 3. REPORTING STRUCTURE

*Snip, copy and paste from org chart in here.*

### 4. DIMENSIONS

1. This role will manage a communications budget of approximately £5,000
2. This role will have no direct reports.

3. This role will support the Policy and External Affairs team to communicate CHC's advocacy work for its members, in particular through traditional and social media and our website.
4. This role will support the whole organisation by leading the coordination, implementation and monitoring of our internal communications plan and providing advice to the Senior Management team and team members. .
5. This role will have shared responsibility for the CHC website and social media channels, in partnership with the Member Communications and Marketing Advisor. Specifically, this role has responsibility for our corporate and external affairs sections.
6. Take ownership of development of reactive press comments, development of relationships with key media contacts and communications contacts in the sector and external stakeholders. Be responsible for escalating high risk issues and providing communications advice to inform decision making.
7. Gather and analyse key sources of data to understand our audiences and the impact of our communications activity.

## **5. MAIN ACCOUNTABILITIES OF THE POST**

- Work with the Policy and External Affairs team to deliver change and reform on behalf of housing associations in Wales. This should be in line with our Corporate Plan and External Affairs Strategy by driving forward external communications activity that supports CHC to secure reform on behalf of our members.
- Work with the Member Communications and Marketing Advisor to ensure our communications to all audiences are aligned, coherent and impactful across our digital platforms. Ensure that we have a strong evidence base to understand the performance of our external communications activity across our platforms.
- Work collaboratively with our members and the Member Communications and Marketing Advisor to tell the sectors story to our external audiences
- Build impactful and trusted relationships with CHC's members and external media contacts and decision makers, handle reactive media queries and use this strong network to identify opportunities to highlight the work of housing associations and further our campaigning aims.
- Provide advice on crisis communications and emerging risks. To do this effectively this post will need to develop strong relationships with our member housing associations, media contacts and communications leads across stakeholder organisations.
- Coordinate and monitor the impact of CHC's internal communications activity across the organisation, including providing advice and support to team members and reporting to the Senior Management team on progress and risks.

## **6. WORK CONTEXT**

- The Communications Advisor is part of the Policy and External Affairs team. It is responsible for CHC's external communications presence in addition to providing support for internal communications across the organisation.
- Telling our sector's story is an important part of our work to secure change and reform on behalf of our member housing associations. The post holder will work closely with other members of the Policy and External Affairs team to identify and secure opportunities for external coverage and engagement in our work on behalf of our members.

- The post holder will also work closely with the Member Communications and Marketing Advisor to ensure our communications to all audiences are aligned, coherent and impactful.

## **7. AUTONOMY AND DECISION-MAKING**

The role will operate within set policies and procedures.

### **Decisions this role will make:**

- Identification of external opportunities and risks in line with our External Affairs Strategy and proposals on how to maximise opportunities or mitigate risks.
- Development of a forward plan of proactive external communications content which aligns with our External Affairs Strategy and decisions on flexing this in light of changing circumstances.
- Responsibility for ensuring appropriate data analytics to understand our performance and make adjustments to our plan based on this data.
- Identification of key sector relationships, external media contacts and stakeholders and a responsibility to build strong and trusting relationships.
- Implementation plan and strategic advice to managers to support good quality internal communications across the organisation.
- Decisions relating to brand consistency across our output.
- Responsible for ensuring our website is up to date and coordinating relevant updates and ownership from relevant teams across the organisation to ensure relevant and timely content.

### **Decisions this role will refer:**

- High risk media issues will be referred to the Head of Policy and External Affairs, Head of Policy and Research, Director of External Affairs and if necessary the Chief Executive for decision alongside advice from the post holder.
- Decisions on significant departures from planned programmes of work will be referred to the Head of Policy and External Affairs.
- Decisions on high profile campaigning issues will be referred with advice to the Heads of Policy and External Affairs, Head of Policy and Research, Director of External Affairs or Chief Executive as appropriate.
- Crisis communication issues will be referred with advice to the Director of External Affairs or Chief Executive as required.

## **8. COMMUNICATIONS**

The work that CHC does takes place most effectively when we have strong, trusted relationships with key stakeholders, our members and our colleagues. The post holder will need to invest time building these relationships, including face to face engagement. Building a strong professional network will be central to the ability to be able to perform this job effectively.

### **Internal**

- External Affairs Assistant
- Policy and External Affairs Team
- Member Communications and Marketing Advisor
- Director of External Affairs
- Head of Finance and Business Services
- Chief Executive

### **External**

- Journalists and key media contacts
- Communications leads across housing associations.
- Communication professionals in Welsh Government and external stakeholders

## **9. MAIN AREAS OF DIFFICULTY**

- Securing coverage of the work of housing associations and profile for the outcomes we are seeking on their behalf in a busy and contested media environment.
- Securing high quality engagement from key audiences with our external material and social media output.
- Supporting all teams to prioritise internal communications and actively identify opportunities to share their work, engage others and build a one team approach.
- Work closely with senior team members to support on crisis communications management and pre-emptive planning.
- Working in a rapidly evolving external environment meaning the ability to flex and be agile in the work we do and the way we do it is key.

## **10. KNOWLEDGE, SKILLS AND ATTRIBUTES REQUIRED FOR THE POST**

### **Essential:**

- Relevant degree or professional qualification
- Membership of a relevant professional body
- Experience of implementing strategies to support effective internal communication through an organisation

- Experience of implementing successful and impactful communication campaigns or projects
- Experience and evidence of supporting influencing through successful communications work
- Experience and evidence of leading and coordinating impactful social media presence across a range of platforms.
- Ability and experience to develop strong and trusted relationships via strong interpersonal skills
- Excellent written skills including the ability to tailor content to different audiences
- Ability to use data, research, and engagement to measure and evaluate the impact of our work
- Travel is required to build strong and trusted relationships and deliver our work.

**Desirable:**

- Ability to speak and write in Welsh
- Ability to manage multiple projects at one time
- Budget management experience
- Experience of providing crisis communications support and advice.

## 11. AGREEMENT

Job Holder's Signature

Date

Line Manager's:

Signature

Date

Title