

COMMUNICATIONS MANAGER JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title	Communications Manager
Reports to	Senior Business Partner, Business Improvement
Responsible for	Multimedia Team Support
Department	Organisational Development and Business Improvement
Tenure	Fixed Term (Maternity Cover until 02.10.2026)
Hours	Full time, 35 hours per week (Occasional evening and weekend work will be necessary, for which time off in lieu will be given)
Salary	£40,232 per annum

About Cynon Taf Community Housing Group

Cynon Taf Community Housing Group (CTCHG) is a housing association based and rooted in Rhondda Cynon Taf.

We are committed to a vision of healthy valleys communities where everyone feels connected, supported and hopeful about the future. To play our part in that future vision we are on a mission to provide quality homes for current and future generations – and to service our communities by being an inspiring, trusted partner and employer.

We currently look after more than 2,000 homes for single people, couples and families, including four developments specifically for older people and, with specialist partners, two refuges for those fleeing domestic abuse and supported homes for people with learning disabilities.

We are also home to two subsidiaries: Down to Zero, a not-for-profit Community Benefit Society that we established to expand our community-led environmental activities. And Cwm Taf Care & Repair, which helps older homeowners and private renters to live independently in their own homes.

Our team is driven by a belief in the power of building strong communities – from creating healthier, greener homes or bringing partners together to develop new services, to helping people live up to their full potential. Driven by strong values of commitment, respect and integrity, we are committed to making a positive difference for our tenants, communities and people.

Main Purpose of the Role

To support the leadership and management teams across the Group to identify and deliver effective outcomes-driven communications and engagement opportunities which translate our vision into impact, in line with our values and our strategic plan.

This includes:

- Being responsible for the management, development, delivery and evaluation of a robust Communications and Influencing Strategy that will support the achievement of the Group's strategic plan.
- Taking responsibility for the monitoring, evaluation, learning and planning in relation to communications and engagement both externally and internally, and using this knowledge to increase our impact.

COMMUNICATIONS MANAGER JOB DESCRIPTION AND PERSON SPECIFICATION

- Delivering our digital aims to raise our profile and levels of engagement, ensuring we make full use of emerging technologies and tools across our communications channels – SMS, app, portal.
- Being responsible for the effective management and support of the Multimedia Team Support who coordinates digital activity across the Group.
- Working in conjunction with communications staff in our subsidiaries, to ensure Cynon Taf Community Housing Group is positioned consistently and effectively.

Key Responsibilities

Communications and Influencing

Support the leadership and management teams by working with staff and external agencies to develop and implement an effective outcomes-driven Communications and Influencing Strategy for the Group and its subsidiaries in line with our strategic plan.

- Monitor and evaluate the effectiveness of this strategy on a quarterly and annual basis.
- Prepare and present relevant reports to the leadership and management teams as required and prepare an annual review of the Communications and Influencing Strategy for Board consideration.

External Communications

Deliver a set of high-quality communications channels to tell Cynon Taf Community Housing Group's distinctive story to engage our tenants, stakeholders, support the delivery of our strategic plan and enhance the Group's reputation in line with our values. Bring our story to life by making it easy for people to access the information they need and encourage feedback. Manage and advise on the delivery of effective communications with external stakeholders.

- Manage and develop the Group's online presence including development of campaigns, management of social media platforms, support the production of multimedia and digital assets including video, articles, blogs and online communities.
- Ensure continuous improvement of websites and provide training and support for other members of staff to provide effective content.
- Collaborate with colleagues to deliver user-generated content to provide an authentic narrative, highlighting the positive impact of the support and services being delivered in our communities.
- Develop and own Cynon Taf's brand, tone and style guide, providing guidance and training to teams to build capacity and resilience
- Ensure the brand guidelines for each distinctive brand within the Group are in line with our values, kept up to date, communicated and adhered to by all staff and by external agencies.
- Support operational service teams to explore and develop our self-service offer for tenants and customers
- Manage promotional and marketing activity across the Group, working with designers and printers to procure material as necessary, ensuring it is of high quality and is within budget, and supports the delivery of our strategic plan.
- Plan and manage external corporate public relations events and liaise with relevant departments as well as external partners to ensure events are successful and remain within budget.
- Identify opportunities and establish a presence at local and national events to ensure the effective delivery of our strategic plan.
- Represent the Group at relevant marketing and PR networks for the sector.

Press Management and Media Relations

Act as the first point of contact for all public and media relations for corporate matters, and develop effective media relations, supporting the CEO as the Group's spokesperson.

- Maintain an up-to-date portfolio of media contacts and publications and develop productive media relationships to ensure maximum publicity.
- Ensure effective and timely drafting, sign off and distribution of press releases.
- Manage PR campaigns for major projects and developments as requested.
- Commission photographers, maintain an up-to-date photographic library and archive these for publicity purposes.
- Be a member of the Business Continuity Incident Management Team, responsible for managing PR in the event of a crisis including updating and implementing the crisis communications plan.

Internal Communications

Working collaboratively with colleagues across the Group, ensure staff can access high quality internal communications channels that are up to date, and inform and engage on a regular basis.

- Oversee content and use of the staff intranet to ensure it is up to date and identify and implement ways in which it can improve both constructive engagement with staff and operational processes.
- Support on key internal communications projects as required, working collaboratively with teams from across the Group in a business partner approach.
- Build strong networks and increase engagement with staff across all areas of the Group by continually reviewing and developing the internal communications channels.
- Participate in appropriate management team meetings as requested and ensure relevant information is communicated to staff throughout the Group.
- Keep abreast of legislative developments affecting your area of work and undertake training and continual professional development to keep up to date with the role and its changing requirements.

Key Measures of Performance

- Follow the AMEC Framework for evaluation to measure effectiveness and prove value relating to the key outputs, outtakes and outcomes across:
 - Website
 - Social media
 - Media relations (not AVE)
 - Events
 - Intranet
 - Newsletters

Key Capabilities

- Ability to work collaboratively and develop robust relationships with colleagues and external stakeholders.
- Ability to think strategically and provide appropriate advice where needed to meet the communications needs of colleagues and external stakeholders.

- Ability to be creative and deliver communications activities that showcase the Group's values, as well as the positive impact of its work across each organisation.

Person Specification

All our staff are expected to commit to and exhibit values, attitudes and behaviours that contribute positively to our vision and mission and the values set out in our organisational Values (see Annex 1).

Key Attributes

- Creativity
- Works well under pressure
- Outcomes-Driven
- Strategic Thinker
- Adaptability
- Collaborative

Technical Abilities

- Worked in communications, PR or marketing for minimum of five years
- Strong SharePoint and WordPress knowledge
- Ability to convert data into effective, meaningful content
- Copywriting and proofreading
- Established media relationships
- Stakeholder engagement experience
- Operational management experience

Desirable

It would also be beneficial for the post holder to have

- Membership of a professional body such as CIPR, CIM
- Crisis communications experience
- Previous line management experience
- Budget management experience
- Ability to speak and write in Welsh
- Previous experience working within Welsh housing
- Established stakeholder relationships with elected officials or their office(s)

Annex 1

Our Vision

Healthy valleys communities where everyone feels connected, supported and hopeful about the future

Our Mission

To provide quality homes for current and future generations and be an inspiring, trusted community partner and employer

Our Values

- **We are committed**

We are kind and care about making a positive difference for our tenants, communities and people

- **We are respectful**

We believe we can only work well together if we respect each other

- **We show integrity**

We work hard to earn trust by being clear, honest and responsible for our actions