



Job description

Job title: Communications and External Affairs Manager

Responsible to: Head of Communications and External Affairs

Responsible for: Communications Officer

Purpose of the post:

- To develop and deliver effective and engaging communications across Hastoe's internal and external channels.
- To enhance Hastoe's reputation, visibility and to help plan and deliver Hastoe's external influencing activity.
- To support Hastoe residents in managing their homes by driving behaviour change and encouraging them to engage constructively.
- To help shape and deliver Hastoe communications needs to time and on budget.
- To manage, develop and support the Communications Officer.

Key areas of responsibility:

1. To support the Head of Communications and External Affairs in shaping and delivering an annual communications plan and managing an annual budget.
2. To play a key role in customer communications, devising and implementing plans and campaigns to ensure Hastoe's residents are informed and engaged.
3. To manage Hastoe's internal communications activity to increase employee engagement and support change management.
4. To work closely with the Head of Communications and External Affairs to raise Hastoe's profile, manage its reputation and help plan and deliver Hastoe's external and political influencing activity.
5. To play a key role in Hastoe's media and stakeholder engagement activity including acting as the first point of contact for press and media enquiries, producing high-quality award entries and managing trade and regional media contacts nationally.
6. To manage, develop and maintain Hastoe's digital channels including its website, intranet, e-newsletters and social media channels.



7. To ensure corporate publications are produced and delivered effectively.
8. Use insights and feedback to evidence the impact of communications activities.
9. To work closely with Hastoe colleagues at all levels, to support their strategic communications needs and provide expertise, training and advice where needed.
10. To ensure corporate events are professionally organised and delivered including Hastoe Connect Days and housing development openings.
11. To be a brand champion and develop corporate standards that reinforce the identity and values of the Hastoe Group.

Organisational responsibilities:

1. Uphold and be a champion for the Hastoe Group Purpose, Vision and Values.
2. Act at all times within the Hastoe Group's Policies, Procedures, Standing Orders and Financial & System Regulations.
3. Participate in agreed internal and external training and events.
4. Carry out other duties as may be reasonably assigned from time to time.

This job description is an accurate reflection of the duties of the post at the time of writing but may be changed from time to time to meet the changing requirements of Hastoe.



Person specification

Attributes	Essential	Desirable
Education and Training	<ul style="list-style-type: none"> • A relevant qualification in English or related subject. • Specialist knowledge or training of communication issues within the public sector. 	<ul style="list-style-type: none"> • Educated to degree level in a relevant field.
Skills and Experience	<ul style="list-style-type: none"> • At least 5-years' experience of working in a Communications and PR environment. • Track record of dealing with the media including social media. • Experience of commissioning and managing digital, design and communications projects. • Experience as an editor or sub-editor, editing copy for publication. • Excellent communication and influencing skills across a wide range of audiences with close attention to detail. • Proficient in Microsoft Office. • Experience in website CMS. 	<ul style="list-style-type: none"> • Understanding of the English political environment, particularly the workings of Parliament. • Previous experience of public affairs. • Previous experience of the housing sector. • Track record of delivering training activities. • Line management experience.
Personal Attributes	<ul style="list-style-type: none"> • Ability to prioritise a demanding workload with good time management skills. • Having a proactive, can-do attitude. • Able to travel throughout the UK. 	<ul style="list-style-type: none"> • Interest in rural issues. • Interest in sustainability issues.