

# RECRUITMENT INFORMATION PACK

## Communications Assistant

**Hours:** 35

**Salary:** National Living Wage

**Annual Holidays:** 6 Weeks + Bank Holidays

**Location:** Bradford



# Being part of an organisation that makes a difference - Horton Housing Association

Horton Housing manages more than 30 different housing, training and support services across Bradford, Calderdale, Kirklees and North Yorkshire.

We work with people experiencing a wide range of circumstances, including homelessness, drug and/or alcohol issues, ill-health, unemployment and domestic violence. We work with people of all ages, refugees, Gypsies and Travellers, people with disabilities and people with offending histories.

We have a wide range of accommodation schemes in the community. We also provide specialist accommodation, including a home from hospital scheme, Gypsy and Traveller sites in North Yorkshire and Group Living Services for young people. We offer support for people living in their own homes and we run a training centre that helps people find work or develop skills for everyday life.

Horton Housing is committed to equality, diversity and inclusion (EDI) and providing services that are inclusive and accessible for everyone.

## OUR PEOPLE

Horton Housing Association (HHA) is committed to being a great place to work for everyone who works here, and we get some really positive feedback from our colleagues.

In our recent annual colleague survey, more than 9 out of 10 respondents told us that:

- They had a good relationship with their line manager
- HHA's values align with their own
- They believe that Horton's work positively impacts people's lives
- They feel involved in their work.

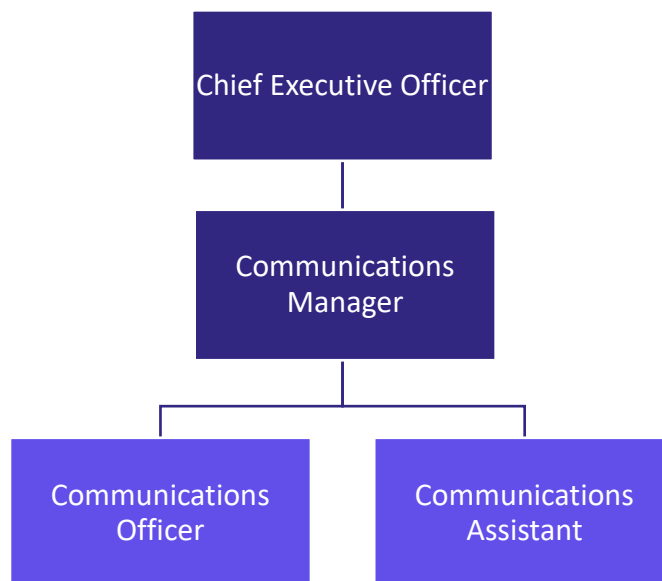
And when we asked some of our colleagues about the best part of working at HHA here's a snapshot of what they told us.

- *"The people. The people I work with. Every person's different and that's what I like about it, and I like watching people changing their lives."*
- *"The Training is the best bit of it. It equips you to do the job role as successfully as you can. It's very rewarding, it's been fantastic, I wouldn't change it for the world."*

In short, we care about people. We work hard to be a great place to work, so that we can improve lives together.



## About the department



## Message from the Recruiting Manager

Thanks for taking an interest in this role!

Our communications team is a creative, supportive, and fast-moving team that plays a big part in shaping how we engage with colleagues, stakeholders, and the wider community. No two days are the same; we work on everything from social media and internal campaigns to video production and storytelling.

If you're passionate about communications, eager to bring new ideas, and keen to grow in a dynamic environment, we'd love to hear from you!



## Job Description

### REPORTS TO: Communications Manager

The Communications Assistant is responsible for the design, creation, monitoring and management of our digital marketing platforms including our social media accounts and our website. They will manage print and design projects, including liaising with external suppliers as appropriate. They will also contribute to other aspects of Communications, including internal communications, handling media enquiries and issuing press releases.

### RESPONSIBILITIES

- Create topical and engaging social media content including graphics, short videos, photography and case studies.
- Develop social media campaigns, creating a calendar of key events throughout the year and planning relevant, engaging content.
- Provide advice and guidance to internal users of the organisation's social media accounts.
- Monitor social media accounts and actively and positively engage with followers, escalating any issues or concerns as appropriate.
- Monitor website and social media analytics to improve reach and engagement.
- Design graphics, imagery and content for marketing materials, including leaflets, posters and printed publications.
- Develop and manage a photograph database including obtaining and managing consent for use.
- Project manage the creation of promotional video content and design and print with third party suppliers, where appropriate.
- Plan, record, and edit podcasts, ensuring high-quality production and alignment with the organisation's brand and messaging.
- Assist with handling media enquiries and issuing press releases, where appropriate.
- Ensure that professional boundaries are maintained at all times.
- Demonstrate a commitment to the organisation's vision and values, aims and core objectives.
- Comply with the health and safety policies in operation within the organisation and participate in relevant statutory or identified training as required.
- Actively participate in relevant training as required.
- Perform any other duties from time to time that may reasonably be required.
- Undertake the above duties in accordance with Horton Housing Association's policies and procedures and code of conduct.



Note: This is a job outline only and seeks to set out the principal purpose and functions of the role; it may therefore be subject to change.

### **Safer Recruitment**

Horton Housing is committed to safe and fair recruitment, safeguarding and protecting the people that we support. The majority of positions here at Horton will require a fully completed application form and an enhanced DBS check to identify and reject applicants who are unsuitable to work with children or young people.

## **Person Specification**

### **ESSENTIAL**

- Experience of digital marketing using a range of social media platforms in a personal, paid or voluntary role.
- Active on social media platforms including Facebook, Twitter, Instagram, LinkedIn, TikTok and YouTube.
- Creative design, video and photography skills.
- Understanding of and commitment to equality, diversity and inclusion and demonstrate an ability to handle sensitive issues.
- Understanding and awareness of brand and reputation management.
- Creative copywriting skills for a variety of media including website, social media, newsletter articles, etc.
- Proficient in Microsoft Office (Word, Outlook, Teams, Sharepoint)
- Experience with photo and video editing software (Illustrator, Indesign, Photoshop or similar).
- Awareness of data protection legislation and the need to maintain confidentiality.
- Knowledge and experience of using social media and website analytics.

### **DESIRABLE**

- A PR or marketing related qualification is desirable but not essential.

In addition to the above, it is expected that you will:

- Maintain professional boundaries
- Have a commitment to Equality, Diversity and Inclusion
- Are willing to undertake any further training required
- Are able to work flexibly to meet the needs of the service/department



## Our Values



### Be Supportive

We are kind, helpful and caring. We create safe spaces where people are listened to with compassion, empathy and understanding.



### Be Respectful

We are inclusive and approachable. We work together in an open and transparent way to build trust and understanding.



### Be Bold

We are positive, empowering and resilient. We are ambitious and work flexibly to provide opportunities for growth.

## Our Culture Statement

- We believe in a culture of positivity, inclusion, and kindness. Where celebrating diversity and respecting and supporting one another is the norm.
- We embrace an open and honest approach. Placing value on the little things, and encouraging creativity and curiosity.
- We work together to do the right thing. Celebrating quality, personal accountability, and excellence.
- We embrace change, seek out potential, and place no limit on opportunities to learn, grow, and develop.
- We are passionate about making a difference, and committed to making things happen.

## Our Commitment to Equality, Diversity and Inclusion

HHA aims to be an equal opportunities employer. HHA is committed to ensuring that no job applicant or colleague receives less favourable treatment on the grounds of a protected characteristic, criminal history or any factors irrelevant to a person's ability to do a job, at any stage of the recruitment process or in the terms and conditions offered. We are committed to equality of opportunity, to being fair and inclusive, and to being a place where everyone belongs. To achieve this we are committed to actions that will increase diversity and to encourage applications from candidates who are underrepresented in sections of our workforce. We are a Disability Confident and Clean Sheet Employer.



# What can you expect from working at Horton Housing Association?

## Community Culture

At Horton Housing, our working culture is one based on trust, respect and inclusion. We focus on open communication, starting from the very top with consistent communication from our Chief Executive Officer (CEO). With regular meetings across schemes and departments, we really are a community who can rely on each other.

## Personal Growth

We offer a multitude of development opportunities for our colleagues, including: funded qualifications, job shadowing, secondments, and internal promotions or movements across different schemes and departments.

## Wellbeing

We know that work/life balance is at the heart of employee wellbeing. That's why our full time work week is only 35 hours, and we offer flexible working where possible. We also offer 6 weeks holiday (+ Bank Holidays) so you can spend more time doing what you love.

We're partnered with Health Assured to offer you free counselling available 24/7, a confidential helpline, and an app offering a range of wellbeing resources (health plans, meditation, recipes, and podcasts).

Because Financial Wellbeing is as important as mental wellbeing, we also offer an interest free employee loan scheme up to £1200.

## Taking Pride in Our Vision

At Horton we always strive to deliver the best and meet the highest standards – whether this be our accommodation, support, maintenance or central services teams. We value the unique skills and experience that each of our colleagues bring to help us achieve our ambitious goals.

## Empowering You to Succeed

HHA is a Strength Based Organisation, and just as we recognise the people we support to be experts in their own lives, we recognise our colleagues as experts in their roles – and encourage everyone to work with autonomy and pride. To help you reach your potential with us, we offer a range of internal training courses, including a thorough induction when you start.

## Colleague Engagement

There are lots of opportunities to get involved at Horton, with a Wellbeing and EDI group open for anybody to join and have their say. We also post good news and announcements across the organisation on our SharePoint. You may even be interviewed for our quarterly magazine!

**Did you know:** Our CEO started with HHA as a Support Worker and worked all the way up!





## How to Apply

To apply for this role, please complete the application form in full via our website.

We shortlist based on each vacancy's job description. As such, please tailor your application to the person specification, stressing how you meet the essential criteria.

## Contact us

**Head Office:** Horton Housing Association, Chartford House, 54 Little Horton Lane, Bradford, West Yorkshire, BD5 0BS

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