

# RECRUITMENT INFORMATION PACK

## Communications Manager

**Hours:** 35 hours per week

**Salary:** £37,158.30 per annum

**Annual Holidays:** 6 weeks plus Bank Holidays

**Location:** Bradford/Hybrid (with occasional travel to our services in Calderdale, Kirklees and North Yorkshire)



## 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.

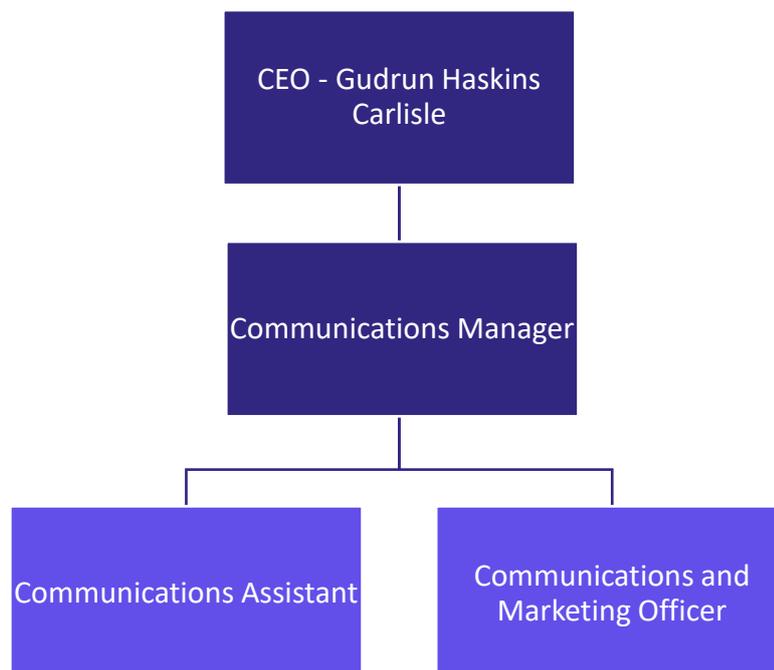
- *"The people. The people I work with. Every person's different and that's what I like about it, and I like watching people changing their lives."*
- *"The Training is the best bit of it. It equips you to do the job role as successfully as you can. It's very rewarding, it's been fantastic, I wouldn't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

The Communications Team is a small team of three people working across the organisation to provide communications support. We work closely with services to promote good news stories externally and internally. We are based at home but travel regularly to visit services across Bradford, Calderdale, Kirklees and North Yorkshire. We will provide training and support for you to develop your skills.



# Job Description

## REPORTS TO: CEO

Responsible for managing an integrated communications service for the organisation, including all aspects of media, public relations, internal communications, marketing, social and digital media, website and publications.

## RESPONSIBILITIES

### Strategic

- Develop and deliver an external media strategy and internal communications strategy and annual action plans.
- Advise the senior management team (SMT) and other colleagues on all aspects of internal and external communications.
- Work alongside the Senior Management Team on change management programmes and crisis management.
- Maintain brand identity and awareness
- Stakeholder engagement, including political engagement

### Operational

- Develop and deliver integrated external and internal campaigns for example promoting wellbeing, tenant engagement, trauma informed and strength based practices, and health and safety.
- Identify good news stories from across the organisation for external and internal use, while maintaining confidentiality and the privacy of people we work with.
- Promote positive media coverage through press releases, building relationships with journalists, and pitching articles.
- Manage the reputation of the organisation through media relations, including responding to media enquiries.
- Identify opportunities to promote the organisation through national and trade awards.
- Maintain and develop the website and ensure it meets accessibility standards.
- Manage the organisation's social media presence, advise on content, and manage any issues that arise.
- Manage the design and production of printed materials including leaflets, posters, annual reports and other publications.
- Develop and manage the content of the intranet (SharePoint) ensuring consistent messaging, engaging content and prioritisation of internal news.
- Participate in the production and organisation of corporate events.

### Management

- Manage a small team responsible for delivering an integrated communications service for the organisation.



- Line management of the Communications Officer and the Digital Marketing Assistant, working with them to plan and prioritise workloads, set objectives, review performance and provide support, training and development opportunities.
- Manage supplier and third party contracts with creative agencies, photographers, design and print contracts.

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.

## Person Specification

### ESSENTIAL

Essential for Horton Housing:

- Ability to maintain professional boundaries
- Commitment to Equality, Diversity and Inclusion
- A willingness to undertake any further training required
- Ability to work flexibly to meet the needs of the service/department
- A full UK driving licence and use of a car for work purposes
- Enhanced/Basic DBS check before start

Essential for the role:

- Minimum of two years' experience in a communications, PR or marketing environment
- Professional accreditation of CIPR, CIM or similar and evidence of continuous professional development in a related role
- Experience of managing media relations on behalf of an organisation and dealing with serious and sensitive incidents.
- Strong writing, editing and proofreading skills
- Experience of developing and implementing integrated marketing and communication plans
- Experience of managing a website and social media channels on behalf of an organisation
- Awareness of current events and how they impact the work of the organisation
- Understanding of regulatory and compliance requirements relating to copyright, defamation and confidentiality
- Understanding of GDPR compliance responsibilities
- An awareness of safeguarding and risk management
- The ability to lead and manage a small team.
- The ability to engage politicians and other stakeholders at local, regional and national level.
- Experience using SharePoint, Teams and WordPress.



## Our Values



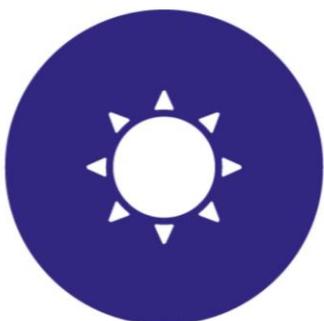
### Be Supportive

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 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

Telephone: 01274 370689

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