



JOB DESCRIPTION

POST TITLE: Communications Manager
SALARY GRADE: Level 9 – up to £33,694
RESPONSIBLE TO: Director of Customer Services

JOB PURPOSE:

To develop the Trust's Communication Strategy in line with business goals and values. To manage its delivery; ensuring a high standard of service and value for money. To implement corporate communication initiatives and to support cross organisational communication initiatives

Competencies required for the job role are:-

Reference Number	Competency	Required Level
13	Team Working	3
2	Communicating and Influencing	3
9	Motivating and Inspiring	3

Please refer to the competency dictionary for a detailed explanation of the above.

When completing your application you will need to indicate with 1 or 2 examples how you can demonstrate your competency in line with the requirements for the job role

Accountability:

1. To be responsible for developing and delivering the Communication Strategy and annual communication plans. To implement plans utilising partners, external agencies and service providers as appropriate.

2. To organise and manage the creative design and publication of written materials. To carry out a range of marketing and publicity activities to support the Trust's objectives and enhance its reputation.
3. To liaise with, manage and influence, the Trust's communication partners, to effectively manage their performance, utilising the Trust's Supplier Performance Management System. To manage the relationships in line with contractual arrangements.
4. To manage the performance of partners, external agencies and service providers to ensure demonstrable value for money. To utilise quotations and competitive tenders as appropriate in accordance with the Trust's Procurement Policy and Standing Orders, specifically the Supplier Performance Management System.
5. Effective management of the associated budget in conjunction with identifying and agreeing appropriate media to deliver corporate objectives.
6. To develop, implement, monitor and review all the Trust's internal and external communications to its stakeholders, to protect and enhance the Trust's reputation.
7. To provide information to stakeholders of the Trust including Board, employees, customers, partner organisations, media and general public.
8. .To ensure customers are involved appropriately and in a fully meaningful way.
9. To support colleagues developing and implementing their own communication activities.

MAIN DUTIES:

Communication Strategies

1. To be responsible for the development, review and annual update of the Trust's internal communications, external communications (including PR) and print strategies.
2. To implement the strategies to a high standard, to monitor and review the impact and outcomes of all activities and to incorporate lessons learned in future strategies and action plans.
3. To ensure that the Trust's customers, staff and managers are involved appropriately and meaningfully.

4. To review the company's current incentive schemes for both employees and customers and encourage and develop new ideas.

Communication Activities

1. To constantly review, update and investigate new communications methodologies for both customers and employees in conjunction with the ICT team.
2. To be responsible for the production, design and organisation of the customer and employee newsletters in consultation with all service areas.
3. To organise the production of and ensure that updated leaflets and other printed customer information as requested by service areas contribute to the delivery of the Trust's Communications Strategy.
4. To be responsible for the production of the Annual Report and related performance information.
5. To be responsible for producing marketing brochures, leaflets and other printed material to support the Trust's activities, including the regular refresh of office and window displays.
6. To coordinate the development and publication of the Customer Handbook in line with service improvements, policy changes, regulatory and any other relevant changes.
7. To be responsible for organising the production of all corporate briefing systems to employees in consultation with all service areas.
8. To co-ordinate, maintain and regularly review the format and content of the Trust's website with press releases and news items and review and update the design as appropriate.
9. To lead and or assist in the organisation and implementation of official visits and events.

Creative Design

1. To be the custodian of the corporate branding and its consistent application across the organisation.

2. To utilise Creative Design agencies as appropriate. To brief effectively, to maintain a constant awareness of costs, to manage performance at all times in order to ensure a high standard of timeliness, service and creative design.
3. To ensure demonstrable value for money through the appropriate use of quotations and competitive tendering.
4. To support colleagues managing their own communication activities; particularly in the quality of the initial brief and the management of performance issues.

PR and Media Relations

1. To develop the PR strategy and to implement it utilising the Trust's PR agency as appropriate.
2. To act as the main point of contact and liaison between the Trust's PR agency and the Executive Management Team (EMT).
3. In conjunction with the Trust's PR agency, to identify, research, develop and execute newsworthy opportunities that will present a positive image of the Trust and to develop its reputation. This will include the organisation of publicity events, and acting in an ambassadorial role with key guests.
4. To handle press enquiries and press releases, acting as the coordinator between the Trust's PR agency and its EMT; proof reading and making changes as appropriate and ensuring timely responses.
5. To plan, organise and execute official visits e.g. MP visits.
6. To assist in the provision of well researched copy for internal or external communication materials focused on target audiences.
7. To help with all production of submissions for awards that will help to enhance the Trust's reputation in the sector.
8. To assist with any bid submissions by the Trust for additional resources.
9. To maintain the Trust's library of published articles.
10. To maintain the Trust's library of photographs and images.
11. To lead on the customer panel, internal communications group and other relevant communication panels.

Print Management

1. To be responsible for the performance of the Trust's Print Management provider; focusing on print quality, timeliness, service and cost effectiveness.
2. To work with the Print Manager and those internal staff organising printed materials to identify and disseminate best practice.

Other Materials

1. To co-ordinate the design and production of publicity materials including video, sound recordings, display boards and merchandising.
2. To assist with the development of mobile text messaging to remind customers of upcoming appointments across all service areas.
3. To co-ordinate and maintain other materials for communications used throughout the Trust e.g. display screens.
4. To act as the custodian of the Trust's 'corporate memory' through the establishment and subsequent maintenance of a central repository for all publicity information.

General Duties

1. To consider alternative and innovative ways of communicating with customers and stakeholders.
2. To assist with the organisation and delivery of major events, including employee and customer conferences and Board away days .
3. Assist in the management of the Trust's customer suggestion scheme.
4. Assist in the management of the Trust's employee Star Quality Scheme.
5. To co-ordinate and maintain in conjunction with employees the Trust's intranet site by ensuring that information and published materials are up to date and replaced or renewed where necessary.
6. To keep up-to-date with best practice, new initiatives and business opportunities in all areas relating to this role.

7. To contribute to the business planning process at company and team level.
8. To always to work consistently with requirements relating to:
 - The Trust's overall need to comply with legislative, regulatory, constitutional and financial requirements and to work to high professional and ethical standards
 - The Trust's Diversity Policy
 - The Trust's Health and Safety Policy
 - The Trust's Value for Money Policy
 - The Trust's policy in relation to risk
9. To represent, promote and maintain a positive attitude and image for Halton Housing Trust
10. To carry out any other duties appropriate to this post, as necessary or as requested.

Knowledge, skills and experience

1. To have a keen eye for detail.
2. Demonstrable planning and organising skills.
3. Excellent influencing skills, at all levels from Directors, Customer, Co-workers and partners / contractors.
4. Drive, confidence, energy and enthusiasm.
5. Excellent verbal, written and creative communication skills required for pro-active work and contact with Press and Public Officers.
6. Proven experience of writing reports to management level.
7. Ability to think creatively and to turn abstract ideas into published materials
8. Ability to identify successful outcomes of communication campaigns
9. Design and publishing skills
10. Proven Communication Skills with extensive experience in a communications role is essential
11. Computer literate with experience of windows based packages.
12. Ability to multi task and work effectively to strict deadlines.
13. First class people skills: ability to develop good working relationships with editors, journalists, external suppliers, stakeholders and internal departments.
14. Experience of working with a PR agency is desirable but not essential.
15. Experience of contract management.
16. Ability to demonstrate excellent agency and supplier management skills
17. Experience of writing creative briefs and managing quotations essential
18. Experience of running competitive tenders desirable but not essential
19. Degree in Marketing / PR is desirable.

I confirm the details of the Job Description have been explained to me and that I understand and accept the duties involved.

Signed Date
(Post holder)

Signed Date
Director of Customer Service