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What's it all about

This is an exciting time to be part of NHG's transformation. We are one of London's larger housing associations, providing social and affordable homes for more than 130,000 people. As Head of External Affairs, you will be central to telling NHG's story to our external and stakeholder audiences via direct engagement and through our owned and earned channels, including the media. You will develop and build NHG's reputation as a purpose-led, trustworthy and high-performing organisation providing social and affordable homes for people who would otherwise struggle to afford them. You will bring significant experience engaging with the media, MPs and other stakeholders to build strong and proactive relationships and to manage crises. You will be confident dealing with the media, politicians and stakeholders at all levels and advising senior leaders. This is a key role that requires close collaboration with leaders across NHG as part of the senior leadership team within the Corporate Affairs Function.

How you'll make a difference

You'll lead our proactive media relations and press office, public affairs and stakeholder engagement programmes, delivering work that makes a significant contribution to our reputation, relationships and business priorities. Your work will be smart and energising, informed by deep understanding of our business and the challenges facing NHG. You will be able to take a robust approach when needed, in particular during crisis scenarios. Supported by colleagues across a renewed Corporate Affairs Function, you'll lead a sustained and strategic narrative of social purpose and performance improvement with our external audiences: your work will be central to NHG's transformation as we make progress towards being a truly resident-focussed organisation.

How you'll do it

- Lead, inspire and develop a small team of media relations, public affairs and stakeholder engagement professionals, ensuring high performance, innovation and continuous improvement.
- Advise senior leaders across NHG on reputation, media and stakeholder

management. Keep the business informed and advised about relevant external events and reputational risk.

- Oversee an effective press office function, including the on-call rota.
- Manage agency support where required.
- Lead the delivery of a strong pipeline of proactive stories and content for earned and owned channels which tell a positive story of NHG's purpose and transformation.
- Maintain strong relationships to ensure consistent external narrative with media and stakeholders and to ensure NHG's priorities and positions on relevant issues are well understood.
- Lead NHG's crisis response, ensuring excellent collaboration with operational response and risk management.
- Develop, lead and deliver a public affairs and stakeholder engagement programme designed to inform and engage MPs, Councillors and other key stakeholders with our performance improvement and resident focus.
- Collaborate with the casework team in the Customer Service Centre to ensure elected representatives are served well and that risks are identified and addressed.
- Provide advice on investor relations at key moments (Annual Report, half-year trading update), including overseeing RNS drafting, drawing on support from our external agency.
- Partner with the Head of Brand and Corporate Communications and with the Internal Communications and Engagement Lead to develop aligned plans that tell NHG's story consistently across our internal and external audiences.
- Leadership communications: advise the CEO and Executive Board on effective external communications and engagement, providing them with the training, resources and support they need to be exceptional advocates.

- Drive initiatives that embed our values and strengthen a shared inclusive culture - ensuring communication reflects and celebrates the diversity of our people, especially across frontline and geographically dispersed teams.
- Role model inclusive and values-led leadership, fostering trust, collaboration and accountability.
- Ensure that you follow and keep up to date with all relevant Notting Hill Genesis and statutory policies and related procedures including health and safety and financial regulations.
- Line manage the News and Media Manager, Senior Communications Adviser, Communications Adviser and other colleagues as required.
- Hybrid arrangements - at least two days a week in an office. On other days, working from home may be possible, depending on the work and the interaction required.

All about you

Behaviours for success

Our values set out what we stand for. You'll need to show us how you match them and how you'll behave to ensure those are visible when carrying out your work.

- Compassionate
- Progressive
- Dependable
- Inclusive
- Empowered

For each value, we've created example behaviours to help you understand our expectations in more detail. Please [refer to the framework](#). This role is at **leadership** level.

This is a people manager role. Please [refer to our people manager standards](#).

Essential knowledge, experience and skills including qualifications and professional membership

- Strong understanding of the UK media landscape and how digital and social media influence reputation and brand.
- A critical thinker with an eye for detail and a radar for risk - able to scan the horizon, assess risk from all angles, and anticipate potential reputational issues before they emerge.
- Excellent media management skills, including in crisis scenarios, with a collaborative mindset and the ability to build effective relationships internally and externally.
- Deep understanding of the expectations and engagement requirements of all relevant stakeholders (MPs, Councillors, industry bodies).
- Ability to work across functions to create and deliver solutions that support NHG-wide goals and long-term business success.
- Strong experience as a partner and strategic adviser to senior leaders and business colleagues, able to advise on risk and bring confident solutions and ways through.

- Track record developing proactive stories and content which build impact and reputation.
- Extensive experience in delivering high-impact external communications and engagement across multiple channels—including media, digital, and social.
- Significant relevant experience delivering effective public affairs activities and programmes.
- Excellent writing skills for a range of channels, and the ability to coach others in this skill.
- Proven experience in planning for crisis situations and developing effective handling strategies, able to advise at pace and mitigate risk.
- Digitally savvy, resilient, and agile - comfortable operating in a fast-moving regulated environment with constant political and media attention and scrutiny.
- Good awareness of the principles of investor relations in a relevant environment.
- Excellent stakeholder management skills, with experience advising senior leadership and cross-functional teams.
- Exceptional written, verbal and visual communication skills, with the ability to distil complex issues into clear, compelling messaging.
- Experience managing communications during organisational change, including restructures, transformation programmes or crisis response.