

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 who would otherwise struggle to afford them. This role is part of the corporate affairs function, whose mission is to develop reputation, support and drive change and transformation, and navigate incidents and crisis. We are here to tell NHG's story as a purpose-driven organisation making a significant contribution to address the UK's housing crisis.

As External Affairs Officer, you will be responsible for a range of tasks to engage with and respond to our external media and stakeholder audiences. You will respond to queries, embody our commitment to collaboration and social purpose, and your work will strengthen our reputation and our relationships. At the heart of this role is the ability to build and nurture trusted relationships - with reporters, MPs, councillors and other stakeholders - ensuring that our organisation is seen as a credible, responsive, and collaborative partner. You will help articulate our exciting plans for investment in our existing properties, and making an important contribution to the UK's housing crisis through building new homes.

You will bring experience of a communications and/or engagement role engaging external audiences and media. You will be well-organised, able to maintain communications processes and protocols accurately. You will have an active interest in the external landscape and you will be curious about the broad trends in the housing sector, the economy and the broader political and media landscape. You will be able to spot relevant issues and add value to colleagues across the business, bringing the outside in, and helping NHG tell our story and contribute to wider societal conversations and debates. You'll also be able to get stuck into the detail, to ensure we are showing up to all stakeholders well, with the needs of our residents foremost. You'll be part of an ambitious team hungry to add real value to the transformation of NHG and to tell our story.

How you'll make a difference

Reporting to the Head of External Affairs, you'll deliver key aspects of our media relations, public affairs and stakeholder engagement programmes. You'll be at the 'coalface' of our press office and external engagement work. Your work will be smart and energising, and you'll be engaging with the challenges facing NHG and showing up as a committed and proactive partner to the business. Supported by colleagues across a renewed Corporate Affairs Function, you'll bring to life NHG's social purpose and performance improvement with our external stakeholder 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

- Deliver key aspects of an integrated external communications programme designed to inform and engage the media, MPs, Councillors and other key stakeholders and external audiences with our performance improvement and resident focus.
- Maintain and protect NHG's reputation and external profile by responding to press enquiries in a timely manner.
- Co-ordinate and manage the out-of-hours press office rota and monitor the media inbox.
- Work with the customer services centre to monitor and respond to comments on social media platforms, especially those that could constitute a reputational risk or attract attention from media or key stakeholders.
- Deliver the daily 'in the news' briefing to the business, summarising relevant NHG and sector news for colleagues.
- Manage our media monitoring service, providing analysis of coverage volume and sentiment and key messages each month and as required.
- Contribute to regular proactive briefings to MPs, councillors and London Assembly members representing the neighbourhoods we serve.

- Develop and implement handling plans on key incidents (including crisis situations) as needed.
- Produce written content for colleagues, residents and other stakeholder groups as required.
- Prepare operational teams and senior leaders for stakeholder meetings with tailored briefings and support.
- Collaborate with the casework team in the Customer Service Centre when needed, to ensure elected representatives are served well and that risks are identified and addressed.
- Deliver 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 collaboration, 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.
- 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](#).

Essential knowledge, experience and skills including qualifications and professional membership

- Experience in media relations, corporate affairs, public affairs, government relations, or political engagement in a relevant organisation or sector delivering effective external affairs activities and programmes.
- Relevant recent experience gained in another in house role, an agency, the civil service or parliament. Experience within a regulated and complex environment is a bonus. Your experience need not have been in the housing sector but you will need to demonstrate a strong ability to apply relevant insights and learn quickly.
- A track record of working under own initiative to develop and deliver communications which deliver impact with key audiences.
- Experience delivering business-critical communications campaigns proactively, accurately, and with attention to detail.
- Ability to partner with the business, giving value-added advice from a position of professional expertise in communications and thorough knowledge of the business.
- Able to draft handling plans, press statements, correspondence, briefing notes and other

deliverables accurately, to deadline and with minimal oversight.

- Experience delivering reactive and proactive media relations which result in meaningful impact.
- Able to engage with ambiguity, scope out own taskload proactively and take ownership for continuous improvement and ambition in the quality and impact of deliverables.
- Ability to translate complex and technical information into clear and compelling content for media and stakeholder audiences.
- Evidence of developing own skills proactively, keeping ahead of best practice, innovating and bringing a curious approach with self-challenge to continuously improve.
- An excellent verbal and written communicator, confident working with senior stakeholders when needed.
- An active interest in the UK political landscape with demonstrable evidence of bringing this into your work, and a proactive, solutions-focused approach to engagement.
- A collaborative and organised approach, motivated by the opportunity to make a meaningful impact.
- Ability to manage own workload, including under pressure, to spot gaps and risks and to suggest solutions.
- 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.
- Good understanding of the expectations and engagement requirements of reporters and all relevant stakeholders (MPs, Councillors, industry bodies).
- Ability to work across functions collaboratively and to act as an effective business partner.
- Digitally savvy, resilient, and agile - comfortable operating in a fast-moving regulated environment with constant political and media attention and scrutiny.
- Excellent written, verbal and visual communication skills, with the ability to distil complex issues into clear, compelling messaging.