



# Work for us

Director of communications  
and engagement

Information pack

[www.nhg.org.uk/careers](http://www.nhg.org.uk/careers)

# Welcome

## from our chief people officer



Thank you for your interest in joining Notting Hill Genesis as our new director of communications and engagement.

This is an established role, but one with significant scope for growth to ensure sustained and co-ordinated communications and engagement activity across our organisation.

As one of London's largest not-for-profit housing associations, we provide landlord services to those living within our 67,500 homes and also deliver some of the most ambitious urban regeneration schemes in London.

You'll be joining us at a pivotal time as we continue to move at pace improving the service we offer our 130,000 residents, at the same time as addressing the issues highlighted in the recent judgement by the Regulator of Social Housing about how we're performing against their standards.

Although we've already made good progress and have put in place sound foundations through our three-year Better Together strategy, we need to go further and faster as we move into its final year.

For communications and engagement, that means the continued delivery of our existing strategy, but with a refreshed focus to reflect current circumstances. Specifically, you'll be expected to lead work to ensure:

- We're positioned as an enterprise with a clear purpose and direction, but with work to do to get there
- Core projects that support strategic objectives are promoted alongside continued publicity for successful initiatives
- Our reputation is protected through supportive stakeholder relationships and robust issues management

The ideal candidate will have demonstrable experience of leading communications and engagement for a large and complex customer-facing organisation, with a proven track record of creating and delivering corporate communications and engagement strategies for colleagues, customers and other external stakeholders.

You'll also need expertise across the communications and engagement mix and a pragmatic approach to getting things done.

If that sounds like you, please get in touch.

I look forward to hearing from you soon.

**Craig Wilcockson**  
Chief people officer



# Notting Hill Genesis at a glance

**67,000**

Homes owned  
or managed

**74.6%**

Resident satisfaction  
with the service received

More than

**1,500** colleagues

**86%**

Colleague satisfaction

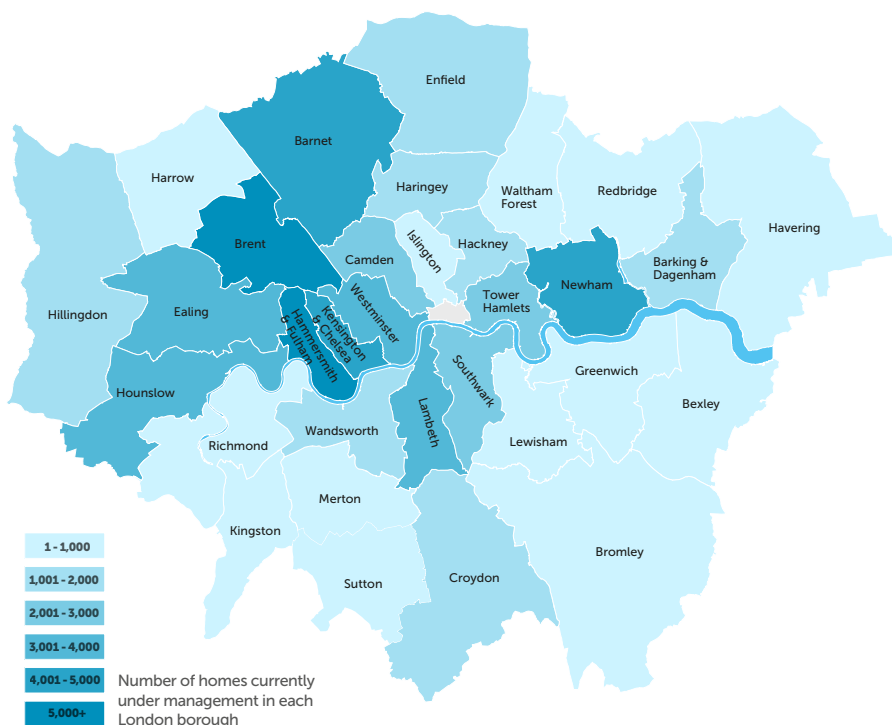
**3,000**

New homes in our  
five-year pipeline

**£700m**

Turnover

## Where we work



**67,636**

Total properties owned or under management

**61,399** In London

**6,237** Outside  
London

## Tenure split for our homes

**General needs  
34,873**

**Leasehold  
9,906**

**Shared  
ownership  
8,914**

**Market  
rent  
3,487**

**Supported  
Housing  
3,132**

**Temporary housing  
2,844**

**Key worker 1,086**

**Non social low cost 888**

**Student 839**



## Our story

A home provides the basis for a stable and healthy society, but the capital's housing crisis means that for too many Londoners, a home is out of reach.

We're a not-for-profit organisation with a focus on providing quality homes at below-market rents for people who would otherwise struggle to afford them. We are both a landlord and a developer, with more than 60,000 existing homes and plans to build 3,000 more over the next five years. We engage in commercial activities and any surpluses we produce support the provision of below market-rent homes across the capital.

Founded in the 1960s to address slum conditions in west London, we're now one of London's largest charitable housing associations and a leading advocate and trusted partner to local councils and government. Our aim is to give Londoners a base and community from which to achieve their potential.

Powered by £770 million of investment into our homes over the next 10 years, and guided by our Better Together strategy, we're on a mission to improve how we deliver even better quality homes, connections and places for our 130,000 existing residents. Alongside working better together for our residents, we'll also continue to build and develop new and more affordable homes, so that more people can continue to make London home.

# Making London home







# Better together

## Strategic priorities

### Better connections



To reconnect more fully with our residents and address their legitimate concerns, we need to get closer to them. We need to listen actively and empathetically and see our services from their point of view.

### Better homes



We want all our residents to have a safe, warm, comfortable home where they can enjoy life. We need to make improvements of one sort or another to the majority of our homes.

### Better places



A sense of community plays a crucial role in our residents' overall experience. We will manage our estates in a holistic, tenure blind way that meets the needs of the residents and local community.

### ENABLERS



Finances and value-for-money



People



Technology, digital transformation and data

## Customer strategy: priority outcomes

1

Residents feel safe in their homes

2

Residents feel like their house is a home

3

Housing costs are fair, predictable and easy to pay

4

We really listen to residents and act in response

5

We fix things well and fast

6

We take care of the property and place for today and the future

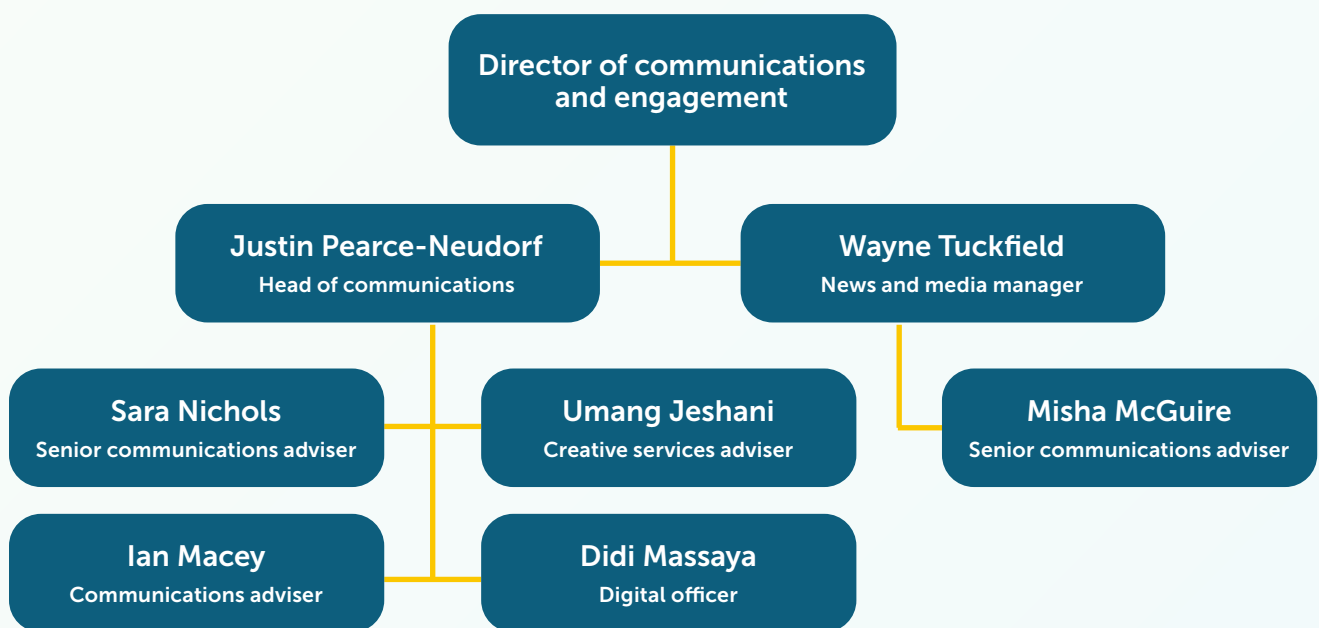


## Who you'll work with

As director of communications and engagement, you'll be part of the senior leadership team in our people directorate, led by chief people officer Craig Wilcockson and working alongside director of human resources Jill Cook.

You'll inherit a team of seven people, who have a mixture of specialist and general skills across the communications mix. Final details have yet to be agreed, but we anticipate the team expanding to include communications and/or engagement activities currently carried out by colleagues in other parts of our business.

You'll also work closely with an external reputation management agency, who provide us with extra support around public affairs, investor relations and higher profile media issues.







## Our people

We have more than 1,500 colleagues, most of whom work at the heart of our communities, building relationships with residents that go beyond bricks and mortar. We strive to be the best we can, and are committed to working with our residents to ensure that everyone has a safe, secure and good quality home, and access to high standard services delivered in the way that suits them best – whether that's online or face-to-face.

Our people and our values make up our flourishing and diverse culture. With us, you'll be empowered to aim high and deliver. We want you to join our talented colleagues to learn, develop and grow.

We have created a set of example behaviours to help colleagues demonstrate our values. The new behaviours provide a standard and consistent framework for everyone and will be used when we recruit, induct, develop and appraise our staff.

We hold ourselves and each other to account for getting the job done. That means being creative, curious and keeping going until we find solutions. Whether you're delivering services to our residents, supporting operations from a corporate office-based role or helping

to build new homes, there's room for all kinds of passionate people here.

We're committed to attracting talented, creative people. We're not looking for one type of person – we're hugely diverse. We don't just accept difference, we celebrate and support it. We, like the communities we serve, thrive on it.

In 2022 we were awarded the Investors in People silver accreditation. We believe it reflects the effort we have put in to ensure our staff are led, supported, developed and managed well.

**INVESTORS IN PEOPLE**  
We invest in people Silver



# Our values

Our values set out what we stand for. They underpin the successful delivery of our strategic objectives, helping us to work better together for our residents as one organisation. Our values should be visible in everything we say and do, whether dealing with residents or people we work with.

# 1

## Compassionate

Our neighbourly spirit prevails and informs how we treat everyone, from the colleague sitting next to us to the resident in our care. We are generous with our time, our actions, and our investment in people, whether our colleagues or residents.

# 2

## Progressive

We are committed to change where it will improve services, systems or processes for our residents and others. Our teams strive to be better than the day before and recognise the achievements of getting there. By asking questions, thinking creatively and trying out new things, we ensure that change is incremental and that we learn from mistakes as we go.

# 3

## Dependable

If we say we are going to do something, we do it. We take ownership and hold ourselves and others accountable for following through on the commitments made. By demonstrating that we consistently deliver and keep our promises we build the trust of everyone we work with. Our colleagues and residents can count on us.

# 4

## Inclusive

We believe in housing that works for everyone. Celebrating the diversity of both our resident and employee communities, we commit to profoundly changing the balance of power in our organisation in order to authentically reflect them. We proactively fight injustice and champion equality. Collaboration, whether with external agencies or through internal teamwork, is the only way to achieve our collective vision. Good ideas can come from anywhere, so we take the time to listen to others and treat everyone with respect.

# 5

## Empowered

We are facilitators, here to champion and support our residents. Led by them and their needs, we empower them to use their home as a springboard to prosper and grow. We empower our people to lead, take ownership of their work and be accountable for everything they do. They leave their own mark as they contribute to the positive change we collectively make.





## Why work with us?

We care about the wellbeing of our people and we believe this makes Notting Hill Genesis a great place to work: a place where you'll feel supported and valued. As well as offering competitive salaries within our sector, we also provide a wide range of additional benefits and several ways to help you maintain a healthy work-life balance.

### Total compensation

Our basic salaries are very competitive. For pensions, we will contribute **up to 10.8%** of earnings alongside your contributions of up to 9.2%, which means that a maximum of 20% of earnings is put aside each month as total pension contributions.

### Internal mobility

Once you join us there are plenty of opportunities to grow and move around. We have many examples of people starting off in one area of the business and then moving into marketing, or HR or a more customer-facing role where you are dealing with residents every day. If you enjoy doing a wide variety of tasks and don't have a passion in one particular area, this could be the route for you.

### Our core benefits

- Generous pension contributions plus free life assurance
- Excellent annual leave allowance of 30 days plus Christmas office closure
- Hybrid working opportunities
- Cycle2work
- Healthcare cash plan scheme
- Health and wellbeing service, including remote GPs
- Interest free season ticket loan
- Interest free tenancy deposit loan
- Enhanced maternity and paternity pay (qualifying period may apply)
- Wellbeing events, such as flu vaccination vouchers and massage days
- Professional subscriptions paid for

## Hybrid working

We value and respect difference and are committed to building an inclusive culture by creating an environment where you can balance a successful career with your commitments and interests outside of work. We support flexible working arrangements that foster collaboration, combined with the power of in-person interactions. We are supporters of hybrid working and many of our roles lend themselves to a mixture of office, community and home working. Some roles lend themselves to flexible options more than others and we are open to discussing agile working opportunities during the hiring process.

## Diversity

We are one of the most diverse and inclusive employers in London. Not only are 67% of our staff from an ethnically diverse background, we have also made a commitment to have 40% Black, Asian and minority ethnic representation at board and committee level by 2025. We are a Stonewall Diversity Champion and a Disability Confident employer. We also have several staff networks covering a range of diverse characteristics.

## Location

Your office space will be mainly in King's Cross, but you should also expect to spend time in our buildings in Hammersmith and Chelmsford for specific activities. All offer a modern working environment and are situated in areas that offer a wide range of amenities in vibrant local neighbourhoods.

## Wellbeing

The wellbeing group runs regular sessions including yoga, pilates and meditation classes. With a variety of events, activities, guest speakers, workshops and useful information, there's something for everyone. Our aim is to inform, inspire and help you get the most out of life as well as having fun at the same time.



## Learning and development

We are committed to developing you and your career; we want you to grow. We help colleagues to do this by providing career pathways as well as many varied learning and development opportunities. Our corporate programmes, such as leadership and mentoring, are complemented by a variety of online resources and facilitator-led sessions across the corporate skill base. To develop our leaders of tomorrow and help support our diversity initiatives, we support and encourage colleagues to take part in external development programmes such as Leadership 2025, Future of London Leaders Programmes and the G15 Accelerate Programme.