

Internal Communications and Engagement Partner (Customer Services)



> Corporate and People Directorate > Corporate Affairs

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 internal communications partner for our Customer Services directorate, you will lead the development and delivery of an inclusive and effective communications and engagement programme for 1,200 colleagues – many of whom are frontline housing officers or have other resident-facing and customer service roles.

As key partner for our Customer Services directorate, you will communicate with and engage 1,200 of NHG's 1,800-strong workforce with our social purpose, our residents, our strategy and our transformation as a purpose-led business.

You will translate complex change initiatives into clear, engaging narratives that help colleagues understand what is changing, why it matters, and how it affects them. Your work will support the successful adoption of new ways of working, reduce uncertainty during periods of change, and ensure communication is consistent, timely and aligned with our organisational priorities.

This is a key role that requires close collaboration with leaders across NHG's Customer Services function, adding value as part of a renewed Corporate Affairs team and aligning your work with the overall corporate affairs strategy.

How you'll make a difference

You'll design and deliver communications and engagement programmes that inform, inspire and engage our 1,200 mainly resident-facing employees at a critical point of performance improvement and transformation. Your work will be creative and energising, informed by deep understanding of our business and the challenges facing NHG. Your role will play a critical part in helping colleagues navigate one of the most important periods of change for the organisation.

You will bring experience of transformation and change communications in the housing sector or

another relevant context. Supported by colleagues across a renewed Corporate Affairs team, your work will increase engagement rates and build a sense of purpose in our workforce. This will mean tangible progress towards being a truly resident-focussed organisation.

How you'll do it

- Develop and implement an internal communications and engagement plan for resident-facing colleagues which supports NHG's customer strategy and vision and contributes to performance improvement and colleague engagement.
- Deliver regular and targeted in-person colleague engagement, which build trust and colleague voice and support the vision of the Chief Customer Officer, CEO and wider NHG leadership.
- Ensure all internal communications and engagement for resident-facing colleagues is aligned with NHG's organisational goals, values, and transformation priorities.
- Act as key adviser to the Chief Customer Officer and Customer Services SLT on effective internal communications and engagement, providing them with the resources and support they need to be exceptional communicators – in particular to build trust with colleagues, articulate the purpose of transformation and build confidence in NHG's direction.
- Ensure all internal communications across internal channels (including digital platforms, the intranet, email campaigns and live events, including NHG's townhall meetings) are deployed strategically as part of a strategic and engaging cascade of information to resident-facing colleagues.
- Equip team leaders and line managers in the Customer Services directorate with the tools and messaging they need to communicate change confidently and consistently, including leadership briefings, toolkits and engagement

materials to support effective communication across teams.

- Design and deliver the Customer Services directorate awayday and regular cadence of in-person events, ensuring they work as part of a strategic cadence of engagement throughout the year.
- Develop and monitor success measures to ensure engagement is meaningful and drives measurable service improvement.
- 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.
- Use data and colleague insight to ensure communications reflect diverse experiences and are accessible and relevant for all colleagues.
- Design and deliver the annual all-colleague conference, managing external support and suppliers as needed, ensuring VFM and strong impact and engagement.
- 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.
- 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

Our values set out what we stand for. You'll need to demonstrate how you embody these values through your work and interactions with colleagues and stakeholders.

We succeed together

By working as one and respecting diverse perspectives, we support each other to consistently deliver better outcomes for our residents and communities.

We keep our word

We do what we say we will do, and act with integrity and ownership to build trust and provide the high-quality service people expect from us.

We do better every day

We are always looking for better ways to work and raising standards and strengthening communities through continuous improvement.

Essential knowledge, experience and skills

- Proven track record of developing and leading internal communications and engagement programmes in a large customer-facing organisation that drives engagement, alignment and cultural change.
- Experience of embedding brand, values and organisational narrative through internal communications and engagement.
- Excellent stakeholder management skills, with experience advising senior leadership and cross-functional teams.
- Excellent event management skills, with a focus on internal colleague audiences.
- Experience of being a highly effective and collaborative partner to a business.
- Excellent written, verbal and visual communication skills, with the ability to distil complex issues into clear, compelling messaging.
- Experience of delivering communications and engagement through organisational change,

including restructures, transformation programmes or crisis response.

- Good understanding of employee engagement theory and best practice.
- Experience working with frontline or dispersed workforces with varying levels of digital access and communication needs.
- Strong project management and planning skills with attention to detail and deadlines.
- Familiarity with digital internal communication platforms.
- Awareness of emerging digital and AI-enabled communication tools.

Desirable knowledge and experience

- Working knowledge of housing management, leasehold or other property related operational business.

What success looks like

Increased engagement rates and a greater sense of purpose and pride in our workforce. This will mean tangible progress towards being a truly resident-focussed organisation.