

Digital Marketing and Communities Executive

> NHG Places > Place Brand, Marketing and Communications Support

What's it all about

As Executive of Marketing Digital and Community you will have strategic and creative oversight and accountability for the marketing, digital and communications strategies within schemes coming into Places and Estates directorate and Operations as well as offering a consultancy service for the rest of the business.

You will be tasked with building place led communities from a tenure blind perspective across NHG developments and enhancing the customer experience by implementing a modern and innovative approach to marketing, digital and community engagement. You will be responsible for ensuring the product and place is consistently meeting customer expectations and is led by the place brand in design and development of building our places and communities as well as our marketing digital and communications strategies.

Working across tenures and business areas, you will ensure community lead marketing, digital and communications are always place brand first and consistent across marketing campaigns and collateral aligned with the place brand guidelines. You will also ensure the transition is seamless from tenure marketing to place lead marketing once residents have moved in is streamlined for the best customer experience.

How you'll do it

- Lead on the marketing and community initiatives of all schemes within the designated patch you are given.
- Launch a place app for residents ensuring we get maximum sign ups and the best user experience – constantly updating the app with new content.
- Run a full event calendar for places to improve resident satisfaction and retention.
- Review of all place communications making sure they are consistent with the brand and streamlined in terms of; email signatures, letters received, templates for teams as needed and customer journey.

- Ensure relevant and up-to-date content is always online. Ensuring a place website if needed is functionally fit for the user experience and is optimized to its full potential.
- Relevant and up-to-date social content online at all times posting regularly making sure content is in line with our place brands and fit each community.
- Checking daily to keep on top of reviews coming in as well as daily checks on our social inbox and having a process on how to deal with bad reviews and messages. Including reporting these to senior management and a process for cover when on annual leave.
- Lead on offering the place lead approach consultancy service to other business areas in NHG to help widen the work.
- In line with customer expectation, improve communications across our schemes, ensuring all place branded templates are introduced and followed throughout the customer journey and into housing management.
- Review digital initiatives and technology to improve the look and feel of our developments and communication.

General

- Ensure you follow the financial regulations, policies, and procedures at NHG.
- Ensure that you follow relevant Health and Safety policies and related procedures, keeping up to date with changes and taking action to maintain personal health and safety and that of others.
- Ensure that you undertake any corporate responsibilities as required, including leading investigations and hearings in formal processes across the business.

Cross organisational working

- Foster effective working with the Operational, Assets and Places & Estates teams, along with in house and external contractors to ensure properties and places are well maintained now and in the future.
- Ensure you act as the resident champion and advocate across all teams at NHG, escalating

where necessary to deliver resident focussed outcomes.

- Work with Central Services teams (HR, IT, etc) to develop strategies to improve service quality and delivery

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. This role is at a **Executive** level.

Essential knowledge, experience and skills including qualifications and professional membership

Professional expertise (know how & experience)

- Thorough understanding of and experience of working in the public and/or private housing sector and the processes related to managing customers, property, estate, and complex assets
- Recent experience of managing communications within a customer group.
- Experience of/ability to procure and manage digital and social marketing.
- Thorough understanding of the relevant legislation, statutory and regulatory requirements related to the sector.
- Experience of analysing processes and services to improve customer satisfaction and increase revenue.
- Experience of managing projects to deliver successful outcomes.
- Experience of using business intelligence systems or databases to provide accurate management reporting.
- Experience of successfully managing and completing data analysis and service recovery projects.

Skills



Working better together
for our residents

- Effective IT skills including advanced MS Office skills.
- Good spoken and written English

Qualifications and/or professional membership

- Project Management Qualifications (Desirable)
ARLA/NAEA/IRPM (Desirable)