

Director of communications and engagement

> People directorate > Communications and engagement

What's it all about

Reporting to the chief people officer on our executive board, you'll be the strategic lead for all internal and external communications and engagement activities across our organisation.

How you'll make a difference

By bringing together all communications, engagement and brand activity across our organisation, you'll ensure that we are known as an effective and trusted not-for-profit provider of homes for Londoners, whatever their personal circumstances, by individuals and groups who work for us, partner with us or live in our homes and by those who might choose to do so in future.

How you'll do it

Leading our in-house communications team and working closely with senior leaders across the organisation, you'll ensure that:

- 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

Your work will include, but is not limited to, the provision of:

- Strategic internal and external communications and engagement advice and support at all levels, including to the board and our executive team
- Effective channel management and content planning, supported by engaging collateral across a range of formats and platforms, including online and face-to-face
- Robust reputation and issues management, including media and stakeholder relations
- Well planned and co-ordinated internal engagement activities to ensure colleagues are connected and committed to delivering our vision and strategy

- Robust management of our corporate brand and sub-brands to ensure cohesion and support our vision and values
- A comprehensive public affairs programme to widen our external engagement activity, working closely with an external agency and including government and investor relations

You will also need to:

- 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.
- Work in line with our hybrid arrangements - at least three 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

- Demonstrable experience of working in a senior management role leading communications and engagement for a large and complex customer-facing organisation
- Proven track record of creating and delivering corporate communications and engagement

strategies for colleagues, customers and other external stakeholders

- Comprehensive communications and engagement capability, with evidence of expertise in profiling and managing a range of internal and external stakeholders, including employees, customers, investors and government
- Demonstrable skills in and experience of high profile crisis and reputation management, including media relations at local, regional and national level, as well as the trade press, across print and broadcast
- Demonstrable skills in content and channel management in a range of formats and across multiple platforms
- Evidence of exceptional written and oral communication skills, and the ability to produce high quality content for print and online platforms and in-person events
- Proven understanding of the importance of brand, with experience of introducing and embedding a clear and consistent style, tone, look and feel across all collateral
- Knowledge of emerging communication technologies and their application
- Demonstrable capability for strategic thinking, with a strong intellect and the ability to analyse complex data, review alternative solutions and reach speedy and well-formed conclusions
- Proven ability to build and manage effective relationships at a senior level internally and externally
- Proven ability to manage budgets and deliver value for money