

Head of Resident Communications

> People Directorate > Corporate Affairs Function

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.

NHG is transforming as a resident-centred organisation, with new ways of working, renewed investment in our homes, and strong improvements in performance. Our relationship with our residents is at the heart of this transformation. As organisational lead for strategic resident communications, you will inform and engage our residents with NHG's exciting plans for investment in our existing properties, and to make an important contribution to the UK's housing crisis through building new homes.

You will be an experienced resident communications specialist, bringing significant experience leading teams and programmes which engage customers and communities at scale. This role will deliver consistent, engaging messages strategically across multiple channels, and so you will have a track record of developing and delivering integrated resident communications programmes which have built resilient and trusting relationships at scale. This is a key role within NHG's Corporate Affairs Function.

How you'll make a difference

As Head of Resident Communications, you will lead the strategy, development and execution of our strategic communications to residents. You will lead our 'air-war' strategy, working closely and collaboratively alongside operational colleagues delivering the 'ground-war' in local and specialist teams.

Reporting to the Corporate Affairs Director, you will manage a small team to deliver consistent, engaging messages across digital, print and community channels, ensuring alignment with

organisational goals. Your work will drive service improvement through effective and empathetic communications.

Your work will be smart and energising, informed by deep understanding of our business and the challenges facing NHG. 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

- Develop, lead and deliver a multi-channel resident communications strategy and programmes which will deliver demonstrable impact with our residents, working collaboratively across the business.
- Review NHG's channels and touchpoints with our 130,000 residents. In collaboration with Operations, design and deliver a new approach to reduce this complexity and significantly improve the quality of resident experience with our communications.
- Plan and deliver strategic communications campaigns to residents to improve their experience, support NHG priorities and deliver emerging regulatory agendas (eg Awaab's Law).
- Place residents at the centre of NHG's crisis and incident response, setting out processes and principles to reassure and inform them and protect NHG's reputation during crisis and incident.
- Oversee creation and distribution of materials (digital, print, video, social media) for resident information, engagement and brand-building.
- Design and deliver communications channels and activity to support corporate objectives and reflect diversity and differing communications needs of residents across products and tenures.
- Design and embed NHG's tone of voice of resident communications, to ensure we show



up consistently, and promote empathy and NHG's values and behaviours when communicating with residents.

- Build NHG's reputation with our residents, measuring and evaluating our strategic needs and delivering programmes that will move the dial on relevant customer satisfaction performance measures.
- Assess and evaluate all communications from NHG to residents, and design and deliver a coherent, aligned and efficient approach to ensure consistency and a great experience for our residents.
- Ensure colleagues and suppliers understand our residents and prioritise their needs and expectations in everything we do.
- Oversee a social content calendar to communicate key messages to residents. Design and plan delivery of social content in channels optimised for our residents as appropriate, working with the Corporate Brand and Communications team.
- Collaborate with the Resident Engagement and Involvement team (in Operations) to ensure an aligned approach around activities engaging our residents and communities.
- Work collaboratively with operational teams to ensure a consistent approach, with templates and channels optimised for self-service by operational teams as appropriate.
- Work collaboratively with colleagues in other directorates (including Risk and Governance) engaging residents with policy consultations and delivering resident involvement and community engagement.
- Provide advice and guidance to the executive and leadership groups and senior leaders on their role in communicating with residents.
- 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.

- 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.

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|-----------------|-------------|
| • Compassionate | • Inclusive |
| • Progressive | • Empowered |
| • Dependable | |

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 **Manager** level.

Essential knowledge, experience and skills including qualifications and professional membership

- Strong experience at a relevant level of seniority delivering effective, strategic multi-channel communications programmes to consumers, customers and/or the general public.
- Experience designing resident or user/customer communications approaches and strategies, ideally within a large and complex public-facing organisation.
- Relevant recent experience at a relevant level of seniority gained in another in house role, an agency, or a public sector service delivery organisation. Experience within a regulated and complex environment is a bonus. Your



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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.

- Excellent written, verbal and visual communication skills, with the ability to distil complex issues into clear, compelling messaging.
- Track record of translating strategic business objectives into compelling content and campaigns.
- Strong awareness of the needs and expectations of relevant stakeholders (MPs, councillors, ombudsman).
- Strong understanding of digital platforms, social media and traditional media.
- Politically astute, an excellent communicator, and confident working with senior stakeholders.
- A collaborative and organised approach, motivated by the opportunity to make a meaningful impact.
- 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.
- Ability to work across functions to create and deliver solutions that support NHG-wide goals and long-term business success.
- Digitally savvy, resilient, and agile - comfortable operating in a fast-moving regulated environment with constant political and media attention and scrutiny.