

Senior Communications Adviser

Central Services

Overview	
Role Purpose	To provide comprehensive communications support and advice for a range of programmes, projects and campaigns to ensure all audiences are informed of key developments in the right way at the right time.
Responsible for	Communications planning and implementation for key programmes Planning and drafting internal and external content and dealing with enquiries from the media and other stakeholders All staff events
Reports to	News and Media Manager
Line management	N/A
Tier	8
Expectation Level	Colleague
Role relationships	
Internal	Colleagues at a range of levels; communications advisers and engagement officers; wider communications team
External	Journalists and broadcasters; residents; key stakeholders; third party suppliers

Role accountabilities	
Strategy and planning	
<ul style="list-style-type: none"> Support the Director of Communications and News and Media Manager to devise, implement and evaluate communications plans for key programmes of work in line with our corporate priorities. With the rest of the News and Media Team, manage the news planner and key dates and deadlines log to ensure all activities are well co-ordinated, associated work is allocated to other team members as appropriate, and stories are published to all relevant channels in a timely manner. Contribute to the weekly editorial meeting to agree content for regular internal and external in-house communications channels in line with planned activities and updates. Contribute to planning and brainstorming sessions with the wider Communications Team and relevant programme/project teams to develop strategies and plans for involving and engaging internal and external stakeholders in any changes as appropriate. Create strong relationships with teams and departments across the organisation to ensure a steady flow of positive news from within the business and from our communities Use project management principles to ensure communications activities and materials are delivered on time. Attend meetings as requested by and on behalf of the News and Media Manager or Director of Communications and champion the work of the team across the wider organisation. 	

Role accountabilities

Collaboration and partnership working

- Work collaboratively with internal and external stakeholders at a range of levels to provide comprehensive communications support and advice for specific projects/campaigns and create copy for relevant channels.
- Work collaboratively with the rest of the News and Media Team to ensure a smooth flow of news across all channels and share projects between you, the Communications Adviser and the other Senior Communications Adviser accordingly.
- Work collaboratively with communications colleagues in the creative services and digital teams to ensure the creation of innovative materials which are fit for purpose for specific channels and platforms.
- Work collaboratively with the communications team and relevant project managers/leads to ensure a co-ordinated and integrated approach to all communication activities.
- Support the News and Media Manager with media and other stakeholder queries as required.
- Identify opportunities for programme/project sponsors/leads to update leaders across relevant directorates, helping them understand and buy into the objectives of key work programmes and support change.
- Ensure consistent messaging, appropriate tone of voice and high-quality content across all communications, working with engagement and communications colleagues across the business

Editorial and content

- Draft a range of content, tailored as appropriate for different channels and audiences, both internal and external.
- Work with the brand and creative services team to evolve and embed identities for discrete projects/campaigns and create a suite of communications templates such as posters, slides and banners in line with the corporate brand.
- Commission creative communications and marketing materials aimed at colleagues and residents, including leaflets, infographics and graphics for communal spaces and noticeboards.
- Work with the rest of the News and Media Team to review web analytics to gauge the impact of web and intranet activities relating to projects/campaigns.
- Spend time within our communities alongside front-line teams to capture interesting stories and capture images for use on social media channels and external news articles.
- Support on the creation of Notting Hill Genesis' living history project, a series of long reads on important topics since we were formed in 2018.

Other duties

- With the rest of the News and Media Team, take responsibility for planning and executing regular events for all colleagues, such as the corporate strategy day and summer party.

General

- Ensure you follow the financial regulations, policies and procedures at Notting Hill Genesis
- 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.

The tasks and responsibilities outlined above are not exhaustive; the post holder may undertake other duties as is reasonably required.

To do the job well, we have outlined the knowledge, experience, and skills you need to do the job.

Personal Specification	
Professional expertise (know how & experience)	
Essential	Desirable
<ul style="list-style-type: none">• Experience of working in a communications function delivering campaigns and projects.• Experience of working with internal and external stakeholders to provide expert communications advice and support.• Developing and implementing innovative and creative internal and/or customer communications campaigns, strategies and plans.• Good understanding of staff engagement techniques and practices	<ul style="list-style-type: none">• Experience of dealing with media enquiries• A knowledge of how to utilise various social media channels
Skills	
Essential	Desirable
<ul style="list-style-type: none">• Excellent writing, editing and communication skills and ability to write for different communications channels, audiences and publications.• Experience of using content management systems, multimedia packages, e-newsletters and project management tools.• Effective IT skills including basic MS office skills	<ul style="list-style-type: none">• Ability to create basic photo or video content using mobile phones or cameras
Qualifications and/or professional membership	
Essential	Desirable
<ul style="list-style-type: none">• A degree, HND (or equivalent) or professional qualification in communications or a related field, or comparable expertise gained through in-work experience.	

NHG Expectations
<p>NHG expectations framework outlines what we expect from our staff at the five different expectation levels we have across the organisation.</p> <p>This role is a colleague expectation level and therefore you should refer to the colleague expectation profile in addition to this role profile.</p> <p>The full NHG expectations framework is available on our external job site page and intranet, Milo.</p>

You'll be assessed on the knowledge, experience, skills, and expectations criteria at various stages throughout the selection process.