

Strategic communications manager



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> 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.

As Strategic Communications Manager, you will play a vital role in renewing and developing our reputation as NHG continues its transformation and performance improvement journey. You will work closely with colleagues to align our messages around a strategic, reputation-building narrative which communicates our social purpose, mission and focus on our residents. At the heart of this role is the ability to tell stories, spot opportunities and deliver campaigns that resonate with all our audiences.

You will create and deliver inclusive and engaging content which proves NHG to be a credible, responsive, and collaborative partner. You will help articulate our exciting plans for investment in our existing properties, and our contribution to the UK's housing crisis through building new homes. You will co-ordinate and lead profile-raising activities for the CEO and executive leaders as part of a wider reputation strategy. You will also lead communications planning and evaluation.

You will bring experience of a strategic communications and/or engagement role engaging internal and external audiences. You will have an active interest in the external landscape and you will be curious about the broad trends in the housing sector, the economy and the broader political and media landscape. You will be able to spot relevant issues and add value to colleagues across the business, bringing the outside in, and helping NHG tell our story. You'll also be able to get stuck into the detail, to ensure we are showing up to all stakeholders well, with the needs of our residents foremost. You'll be part of an ambitious team hungry to add real value to the transformation of NHG.

How you'll make a difference

Reporting to the Head of Corporate Brand and Communications, you'll deliver a strategic communications programme that makes a tangible difference for our residents and stakeholders. Your work will be smart and energising, and you'll be engaging with the challenges facing NHG and showing up as a committed and proactive partner to the business. Supported by colleagues across a renewed Corporate Affairs function, you'll bring to life NHG's social purpose and performance improvement with all our audiences: your work will be central to NHG's transformation as we make progress towards being a truly resident-focused organisation.

How you'll do it

- Develop and deliver NHG's reputation strategy.
- Create and direct multi-channel, creative campaigns that raise awareness and build reputation amongst residents, stakeholders and journalists – ensuring that messaging and narratives align with the reputation strategy.
- Own and ensure air traffic control for NHG's strategic communications grid, ensuring all activities across the corporate affairs team are aligned to it.
- Plan, deliver and co-ordinate proactive communications, ensuring that media relations, social media, internal comms and stakeholder engagement is aligned around consistent messages and approach.
- Develop trusting and effective relationships with the executive team and operational teams to support the delivery of high-quality, measurable communications plans, campaigns and drumbeat activity.
- Lead proactive activities which build profile for the CEO and executives via speaking opportunities, proactive media relations (interviews, podcasts, opinion pieces) and LinkedIn.

- Measure and evaluate NHG's reputation as required, ensuring that the business is briefed on how our reputation shapes our operating environment and future success.
- Working with creative services colleagues and external agencies as needed, plan and produce content for all channels to tell NHG's proactive story of investment and performance improvement.
- Deliver work that embeds our values and strengthens a shared inclusive culture - ensuring communication reflects and celebrates the diversity of our people, especially across frontline and geographically dispersed teams.
- Contribute to crisis and incident response when needed.
- 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.

- 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](#).

Essential knowledge, experience and skills including qualifications and professional membership

- Relevant experience in a full-service integrated communications context, designing and delivering effective strategic communications programmes.
- Relevant recent experience gained in another in house role, an agency, the civil service or parliament. Experience within a regulated and complex environment is a bonus. Your 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.
- Proven success in designing and delivering creative and proactive strategic communications campaigns with demonstrable impact on target audiences, working with a high degree of autonomy.
- Experience of working with senior executives, offering constructive challenge and putting across your view with gravitas.
- Experience of strategic communications planning which translates business objectives into sustained communications activity that moves the dial with target audiences.
- Experience in developing and delivering insight-led integrated communications plans, monitoring and evaluating progress and performance.
- Extensive experience of proactive and reactive reputation and crisis management including advising stakeholders at all levels of the organisation to inform and support business decision making.
- Excellent influencing, negotiation and relationship management skills.
- Comfortable with ambiguity, calm under pressure, with gravitas, discretion and the ability to inspire confidence in others.
- Ability to create and leverage formal and informal networks of contacts and collaborate effectively across functional boundaries.



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- Ability to make rapid and reliable decisions across the full range of communication disciplines as needed.
- High personal integrity and experience of dealing confidentially with sensitive information.
- Curious and committed to continuous improvement, 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 collaboratively and to act as an effective business partner.
- Excellent written, verbal and visual communication skills, with the ability to distil complex issues into clear, compelling messaging.