

Digital Marketing and Communities Manager

> NHG Places > Place Brand, Marketing and Communications Support

What's it all about

As a Manager of Marketing Digital and Community, you will be responsible for the strategic and creative oversight of marketing, digital, and communications strategies within the Places and Estates directorate and Operations. Additionally, you will offer consultancy services to other departments in the organization if required.

Your primary task will be to develop place-led communities through your team, across NHG developments, focusing on enhancing the customer experience through modern and innovative marketing, digital, and community engagement methods. Your role includes ensuring that the place consistently exceeds customer expectations, and you will manage marketing, digital, and communications strategies in alignment with the place brand guidelines across various tenures and business areas.

Your key responsibility will be to report and monitor the effectiveness of your team in line with the four principles of the place marketing team. You will need to oversee how we explore social value impact tools and ensure reporting is detailed and accurate.

How you'll do it

- Manage and drive the marketing digital and communities' team across NHG Places and Patches executives are given.
- Where necessary work with the place brand manager to ensure all estates have a place brand in operations.
- Manage the launch a place app pilot for residents ensuring we get maximum sign ups and the best user experience to improve customer experience.
- Ensure each team member in your team runs a full event calendar for places to improve resident satisfaction and retention.
- Ensure all communications are streamlined across all the estates making sure they are consistent with the brand and streamlined in terms of; email

- Report across all Estates that relevant and up-to-date content is always online. Ensuring a place website and social media channels are set up if functionally fit for the user experience and is optimized to its full potential to create thriving communities.
- In line with customer expectations, create a strategy for reviews and social media comms to improve customer feedback and report to senior management.
- Consistently review digital initiatives and technology to look to bring into the team.
- Set up and manage a Google business account with relevant PPC and SEO strategy.
- Set and manage annual budgets and forecasts in line with budget and business plan targets and work compliantly to ensure costs are controlled and best value is achieved at all the Estates in Operation.

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 **Manager** level.

Essential knowledge, experience and skills including qualifications and professional membership

Pending confirmation of legislative changes, this role may require a qualification to demonstrate competence. If not already qualified, there may be an expectation to study towards a professional qualification.

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

- 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)