

Incident Communications Manager (3-6 months FTC)



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for our residents

> People Directorate > Corporate Affairs Function

What's it all about

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.

We are dealing with an ongoing incident at one of our estates. Several hundred households have had to be relocated to new temporary accommodation for safety reasons. They are due to remain away from home until at least the end of 2026. We have been communicating with them regularly but need to urgently enhance and evolve how we are communicating and engaging with them to support them through a very challenging time.

You will be an experienced communications manager, able to produce empathetic and engaging content and communications. You will deliver consistent, engaging messages strategically (and reactively when needed) across multiple channels. You'll have a proactive and committed approach, thinking always from the resident's perspective and able to get accurate and timely answers from the business.

How you'll make a difference

Reporting to the Head of External Communications, and supported by colleagues across a renewed Corporate Affairs Function, you will deliver consistent, engaging messages across digital, print and community channels. You will be attached to the operational and building safety teams as they work to resolve this incident and keep residents informed.

How you'll do it

- Deliver a multi-channel resident communications strategy, working collaboratively across the business, to inform and engage residents who have been relocated.
- Deliver weekly written updates for relocated residents and monitor engagement rates with these.
- Ensure close awareness of resident feedback, questions and trust in NHG.
- Keep the microsite FAQs up to date with accurate answers to all resident questions.
- Organise and deliver a series of ongoing engagement events to meet the needs of different blocks and tenures. Brief execs and other representatives for these engagement meetings.
- Create and distribute materials (digital, print, video, social media) for resident information and engagement.
- Deliver work which reflects the diversity and differing communications needs of residents across products and tenures.
- Work collaboratively with operational teams to ensure a consistent approach, ensuring they are fully briefed and giving consistent messages to residents.
- Work collaboratively with colleagues in other directorates engaging residents with policy consultations and delivering resident involvement and community engagement.
- Ensure that resident communications promote and protect NHG's reputation.
- 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](#). This role is at **xxx** level.

Essential knowledge, experience and skills including qualifications and professional membership

- Experience delivering effective multi-channel resident/customer communications approaches and strategies, ideally within a large and complex public-facing organisation.
- Strong experience of leading incident and crisis communications delivery in a customer-facing context.
- Relevant recent experience 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 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.
- Experience delivering engagement events for residents.
- Excellent written, verbal and visual communication skills, with the ability to distil complex issues into clear, compelling messaging using an approach and tone of voice that's appropriate for residents in different tenure types.



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- Strong understanding of the needs and expectations of the media and relevant stakeholders (including MPs and Councillors)
- Strong eye for accuracy and consistency in all communications, tenacity to get answers from the business to inform resident communications.
- 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.