

Resident Communications Manager

The NHG logo is a dark blue oval with a yellow border, containing the letters 'NHG' in white.

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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.

Your work will inform and engage our residents with NHG's exciting plans for investment in our existing homes and services, and our contribution to the UK's housing crisis through building new homes.

How you'll make a difference

Reporting to the Head of Resident Communications, and supported by colleagues across a renewed Corporate Affairs Function, you will lead key strands of work which deliver consistent, engaging messages across digital, print and community channels. You will work closely with operational colleagues to tell the story of our transformation and lead communications campaigns which enhance and protect NHG reputation and keep our residents fully informed.

You will be an experienced communications professional who thrives under pressure and is able to juggle multiple strands of work, produce empathetic and engaging content and communications which build trust. 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.

You'll work in partnership with the business to plan and manage communications as part of our critical incident response. You will be able to anticipate and meet the needs of multiple stakeholders. And you will have a passion for authentic storytelling which showcases our residents and our business positively and builds trust.

How you'll do it

- Deliver a multichannel resident communications strategy, working collaboratively across the business, to inform and engage residents.
- Devise and deliver engaging communication plans to support residents impacted by large scale relocation and building remediation programmes.
- Devise and deliver resident-facing campaigns in line with NHG's strategic objectives and priorities.
- Listen and act on resident feedback, building trust and aligning our communication campaigns with resident-centred responses.
- Update all relevant channels with timely and accurate information in a proactive manner and with high levels of attention to detail.
- 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.
- Organise and deliver engaging events with residents in line with incident management and key campaigns. Brief execs and other representatives for these meetings.

- 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 to ensure resident voices are heard at all levels of the organisation.
- Lead and deliver crisis and incident response when needed.
- 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.
- 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.

All about you

Living our values

Our purpose is to create a fairer London where everyone has a place to call home, and our mission is to listen to our residents and provide homes and services that enable them to thrive. Our values are at the heart of everything we do and guide how we work, collaborate and make decisions every day. By bringing them to life, you'll help us deliver our mission and make a positive difference for residents, communities and colleagues

Our values are:

- **We succeed together**
- **We keep our word**
- **We do better every day**

Essential knowledge, experience and skills, qualifications and professional memberships including regulatory requirements

- 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 in a customer-facing context.
- Experience designing and delivering strategic customer-facing campaigns which meet strategic business needs and objectives.
- 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 designing and delivering customer-facing engagement events.
- A track record of delivering positive storytelling via appropriate content which engages and builds trust with residents.

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- Experience of being an effective and collaborative partner to a business, able to take ownership for major programmes of work and work autonomously.
- 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.
- 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.