

## Job Description

**Job title:** **Marketing and Communications Officer**

**Salary grade:** 4D (£29,237 - £32,025)

**Hours:** 37 hours per week, Monday – Friday

The post may include occasional evening & weekend work, for which time off in lieu will be given.

**Department:** Business Development

**Responsible to:** Marketing & Communications Production Manager

**Responsible for:** N/A

**Internal liaisons:** All members of staff – with an emphasis on close work with the Directors' Team and other members of the marketing team.

**External liaisons:** The media, photographers, designers, film-makers, current & potential customers and stakeholders.

### Main Aims

- Work closely with the Marketing and Communications Manager to develop the team and deliver a high quality and seamless marketing and communications service across the marketing mix including PR, traditional media, campaigns and events as well as existing and emerging digital and social media channels
- Lead on the ideas, vision and strategy for our brand projects
- Manage the organisational brands across a range of channels and media to continually engage customers and stakeholders with our news, customer stories and messaging

- Support the Marketing and Communications Manager in developing and promoting the role of the team as a core business function by developing strong relationships across the business
- Track, analyse and review the effectiveness of marketing activity including digital analytics and social media tracking in order to maximise results and drive continuous improvements to marketing and communication

## **Main Tasks**

- Develop and manage the SYHA brands and reputation in collaboration with managers and staff: creating, curating and disseminating daily content for SYHA and LiveWell social media channels and relevant, timely and consistent website content and printed materials
- Lead for the team on tone of voice, copywriting and editing
- Advise and support staff to build brand awareness and ensure the way we communicate is consistent across all channels and aligned to the Marketing and Communications strategy
- Plan and deliver strategic, dynamic and creative PR and publicity campaigns across a range of channels (particularly social media) to build awareness of the current and future work of both SYHA and SYHA LiveWell and engage with online networks
- Plan and deliver strategic, dynamic and imaginative internal communications across a range of channels
- Support the development of SYHA website functionality and content
- Build and develop relationships with bloggers, key influencers, regional media contacts and national networks who are engaged with SYHA issues and ideas
- Produce ad-hoc media releases to promote the work of the organisation at local, national and industry level
- Be the first point of call and respond to all and any media enquiries
- Help organise large scale publicity and media events and advise other members of staff on the management of smaller scale events
- Work with external designers to produce corporate design work to promote new and existing services
- Organise and manage professional photo and film shoots
- Curate the organisation's photo and film stock

## **Accountabilities**

- Working within and promoting the policies and procedures laid down by SYHA and being involved in the development and review of policies and practices.
- Promoting the Association's Equal Opportunity and Diversity policies and practices in all aspects of service delivery.
- Contributing to the development of future marketing and communications strategy and new business development.
- Ensuring the Association provides the best possible service in accordance with approved policies and service specifications to the Association's customers and partners.
- Promoting the values and quality targets set by the Association.
- Promoting the work of South Yorkshire Housing Association to partners and external organisations and identifying opportunities for marketing the Association's work.
- Responding to action plans agreed as part of the Internal Audit process.
- Any other reasonable tasks as required by your Line Manager.

CONDITIONS OF SERVICE



**JOB TITLE**

**Marketing and Communications Officer**

**Salary grade**

4D £29,237 - £32,025 per annum

**Hours**

37 hours/week

**Leave**

27 days annual leave, plus 8 statutory Bank Holidays and 4 SYHA days at Christmas, Easter, Spring and August Bank Holiday (all pro rata). The leave year runs from 1 April to 31 March.

**Pension**

You are eligible for membership of the Association's contributory pension scheme which is the Social Housing Pension Scheme (SHPS) subject to the trust deed and rules of SHPS from time to time in force. For more details please contact the HR Department

**Unions**

SYHA recognises Unite and UNISON, with whom the Association has entered into an agreement where union members have negotiating rights in relation to conditions of service.

**Car Allowance**

This post does not attract essential car user allowance.

**Car Parking**

The post holder will **not** be issued with a permit for the Wellington Street Car Park.

**Job Share**

The post is open to job share.

**Location**

Wellington Street, Sheffield S1 4HF

**No smoking**

SYHA operates a no smoking policy within all our offices.

# Person Specification

## Marketing and Communications Officer



Criteria	Essential
<b>Communication</b>	<ol style="list-style-type: none"> <li>1. Excellent verbal and written communication skills: able to negotiate with stakeholders, staff and customers to identify information requirements and develop communication channels that work for customers and the business</li> <li>2. Able to spot stories and creatively piece together, &amp; develop, our tone, image &amp; style to create great content and copy that engages all our audiences</li> </ol>
<b>Professional knowledge and experience</b>	<ol style="list-style-type: none"> <li>3. Experience of working in a fast-paced marketing or communications environment</li> <li>4. Excellent copy writing, report writing and editing skills and a stickler for proof reading</li> <li>5. Demonstrable knowledge of using digital and social media tools to increase staff and customer engagement and satisfaction</li> <li>6. Experience of brand management and delivering successful campaigns across a range of channels</li> </ol>
<b>Programme and project management</b>	<ol style="list-style-type: none"> <li>7. Excellent discipline and project management skills to deliver quality corporate communications and social media that is accurate, up to date and on message</li> </ol>
<b>Motivation</b>	<ol style="list-style-type: none"> <li>8. A creative go-getter who sees change as an exciting necessity and common sense as the answer to most things</li> <li>9. Able and keen to share skills with and develop the talent in the team</li> </ol>
<b>A team player</b>	<ol style="list-style-type: none"> <li>10. Able to quickly build effective working relationships across own and other teams and departments as well as with external designers, photographers and journalists</li> </ol>
<b>Information Technology</b>	<ol style="list-style-type: none"> <li>11. Willing to learn and embrace new technology and applications in everything you do</li> </ol>