

**Community
Housing
Cymru**

Recruitment



Marketing and Communications Manager

Job Pack



Marketing and Communications Manager

£33,100 rising to £34,842 after 6 months probation + excellent benefits

We are seeking a passionate, entrepreneurial, outcome focussed, team player to lead Community Housing Cymru's marketing and communications activities to ensure all of our members are fully informed and engaged.

We are looking for an exceptional individual to provide a strategic approach to our communications, marketing and member engagement, increasing brand awareness whilst also maximising participation and attendance across our activities and programme of events.

The role combines the leadership and development of creative communication and marketing plans with hands on involvement with implementation and delivery.

Timescales

Closing date - 3rd April

Short listing - 5th April

Interviews – 12th April



About Us

Community Housing Cymru is the trade body for housing association in Wales. We have 35 members, who provide homes to ten percent of the Welsh population, collectively employ around 9,000 people and provide a diverse range of services across the whole of Wales.

We exist to support our members and speak with one voice on their behalf. Member engagement is crucial to our ability to credibly represent their views, co-develop policy solutions, lobby for change through national campaigns, and provide services that are relevant to them.

Two way engagement is essential if we are to understand their businesses and the challenges and opportunities they face.

We want all of our members to value the practical benefits of being a member of CHC, but we also want them to be connected to us at an *emotional* level. This role is critical to the success of us doing that.

We have a social heart and a commercial mind. We have ambitious commercial targets and the surplus we make from our commercial activity is reinvested to support our core work of influencing and lobbying to ensure the best possible operating environment for members.



Key Role Objectives and Responsibilities

- To own, develop and evaluate the impact of CHC's strategic marketing and communication plans.
- To develop and deliver CHC's member engagement strategy – ensuring activity is targeted, relevant, innovative and creative.
- To work closely with our Business Development team to create and deliver creative and innovative marketing plans to maximise attendance across our programme of events and training, and to deliver on our commercial targets.
- To oversee our PR and media activity to maximise awareness of our messages and ensure we are the leading voice for social housing in Wales.
- To oversee the production of our publications.
- To manage the communications budget.
- To lead and inspire team members – by setting goals and objectives, maintaining open communications and motivating to accomplish set tasks in line with CHC priorities.
- To ensure brand consistency across all activity.
- To embrace creativity and be fluent in both digital and traditional marketing and communications channels.
- To ensure compliance with legislation changes (eg GDPR and impending Welsh language standards) which impact on how we engage with our audiences.



- To prepare and submit regular progress and evaluation reports to the AD of Member Services and to make recommendation for improving our impact.
- To be a member of CHC's Management team
- To embrace new ways of doing things and seek out innovative and creative solutions to problems
- Any other reasonable duty associated with the role

Key Contacts

Welsh Housing Associations, key stakeholders, commercial organisations, suppliers, media

About the team

You will report to the Assistant Director of Communications and Member Services and line-manage our Communications and Media Officer and our Brand and Design Officer.



What are we looking for?

Listed below are the requirements needed to undertake this job. These will form a key part of the selection process and your ability to meet these criteria should be demonstrated in your submission. E - Essential D - Desirable

Qualifications	Relevant degree or professional qualification – E Member of a Professional body (CIM/CIPR) – E
Experience, knowledge and competencies	<p>Relevant on the job experience suitable to this role – E</p> <p>Line management – E</p> <p>Project management and deadline management - E</p> <p>Experience of CRM systems - E</p> <p>Budget management – E</p> <p>Excellent writing and editing skills, including the ability to tailor content to different audiences – E</p> <p>Critical thinker - E</p> <p>Ability to see the bigger picture - E</p> <p>Tech savvy - E</p> <p>Digital and social media native - with expert knowledge in the latest trends - E</p> <p>Analytical skills -E</p> <p>Results orientated - E</p> <p>Decision maker - E</p> <p>Excellent team player – E</p> <p>Relationship builder and networker – E</p> <p>Ability to speak and write in Welsh - D</p>
Key Behaviours:	<p>Innovative - The ability to formulate new ideas or to adapt or use existing ideas in a new or unexpected way to solve problems.</p> <p>Collaborative – working across teams in CHC for the benefit of the business</p> <p>Creative - The ability to use imagination and new ideas to produce solutions</p> <p>Entrepreneurial - The ability to think ahead to spot or create opportunities and</p>



	<p>maximise them</p> <p>Commercially aware - The ability to use business acumen from experience or learning in a day-to-day work situation</p> <p>Influential - The ability to actively promote ideas and initiatives both internally and externally</p> <p>Inspiring - The ability to inspire and motivate others towards a common vision</p> <p>Challenging - The ability to challenge the status quo and drive change in a business environment, in a respectful way.</p>
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What do you get in return?

Location	Based in Cardiff
Pay	£33,100 rising to £34,842 after 6 months probation
Hours	Role is based on 35 hours week – working flexibly
Holidays	25 days rising by one day for each completed year of service, to a maximum of 30 days and all public holidays (pro rata for PT staff). Four additional days off during Christmas and New Year holidays.
Probation and Supervision	Six months.
Gym	£25 subsidy / month.
Cash Health Plan	Paid for cash health plan (Simply Health).
Notice Period	After 6 month probation, 4 weeks
Pension	Social Housing Pension Scheme Defined contributions scheme. Employer contributions between 1% – 5%.
Learning and Development	Individual budget
Offices	Modern office environment with onsite car parking.



How to apply

You will find the following details in this job pack:

- Job description, person specification and information on terms and conditions.
- Submission form which you will need to complete outlining in **no more than 600 words** why you feel you have the experience, knowledge and competencies to be successful in this role.
- We **recommend** that you also **include** your CV along with the Submission Form (**max of 3 pages**).
- Equal opportunities form. This form will not be used at any stage of the recruitment process, and will be separated from your application form immediately on its receipt. Any information given on this form will remain confidential and will only be used for monitoring purposes to assess the effectiveness of our equal opportunities policy.

The completed form and equal opportunities form must be returned, marked Private and Confidential – Marketing & Communications Manager to:

Elinor George
Community Housing Cymru
2 Ocean Way
Cardiff
CF24 5TG

Or emailed marked in the subject tab as Private and Confidential – Marketing & Communications Manager to elinor-george@chcymru.org.uk by **9am 3rd April**. All forms will be held for 6 months in line with best practice to ensure we are able to give feedback to unsuccessful candidates and to support the organisation if a claim was brought against it.



Interviews will be held on **12th April** at our offices.

We look forward to receiving your completed submission in due course.

A handwritten signature in black ink that reads "Phillipa".

Phillipa Knowles
Director of OD and Resources



Post Applied for	
Name of Candidate	

Please take the time to read the job description and person specification for the above post and in the space below, outline in no more than 600 words why you feel you have the required knowledge, skills and behaviours to be a success in this role.



Signed
Date