REGULATOR OF SOCIAL HOUSING ROLE PROFILE

Role	Communications Manager	**Directorate**	CEO Office
Reports to	Head of Communications	**Section**	Communications
Post Reference		**Grade**	17

Purpose of the role

This Communications Manager (maternity cover) role is responsible for providing professional communications advice at all levels within RSH, and for planning, delivering and overseeing a programme of communications activities to supports RSH's Board and Executive in the delivery of its strategic objectives. Working with a range of functional teams, the Communications Manager is responsible for ensuring that RSH communicates and engages effectively.

Working as part of a communications management team, the Communications Manager is responsible for ensuring that RSH's communications and engagement activities are in line with its values and corporate priorities. This includes explaining policy and processes, managing reputational risk and supporting behaviour change.

The role requires both a skilled technical knowledge and in-depth understanding of media relations, and a broader knowledge and understanding of the range of communications disciplines including stakeholder engagement, events, digital and internal communications.

The post holder is responsible for managing projects and resources within a programme of work that supports the business to meet its objectives for social housing regulation and in accordance with the requirements of statute and other duties.

Main duties and key accountabilities of the jobholder

Key accountabilities:

1. Provide expert knowledge of media relations and how that can be used effectively to help deliver the Regulator of Social Housing's objectives and corporate priorities.
2. Apply knowledge of the GCS Modern Communications Operating Model (MCOM) core discipline of strategic communications, including the use of insight, objective setting and evaluation.
3. Lead a cohesive programme of stakeholder engagement and media communications activities aligned to RSH's communications strategy.
4. Understand the reputational risks affecting the Regulator of Social Housing and consider their impact on its communications and engagement activities.
5. Manage work explaining regulatory policies and decisions to external audiences and contribute to work for internal audiences.
6. Manage activities across the full range of communications disciplines to help deliver RSH's objectives.
7. Develop and maintain strong links across functional teams within the regulator and other key stakeholders to enable the communications and engagement activities supporting the regulator's objectives to be delivered in a cohesive, collaborative and joined up way.
8. Develop and maintain productive relationships with key stakeholders (including journalists), to identify communications and engagement risks and opportunities for RSH.
9. Deputise for the Head of Comms as needed.

Main duties:

10. Lead the organisation's communications activities in relation to the media (including the press office function).
11. Develop RSH's approach to the planning and evaluation of communications activities in relation to the media, as well as other communications activities.
12. Use expert knowledge of the media to contribute to the work of other teams in developing and explaining effective policy and processes to audiences, including how communications can support behaviour change.
13. Develop impactful communications content for RSH's publications.
14. Uphold the RSH's corporate identity and brand.
15. Provide evidence-based tactical advice and support to Board, Executive and the Senior Leadership Team on stakeholder engagement and media.
16. Manage the work of Communications Officers, including managing across communications disciplines, and supporting career development.
17. Build and maintain relationships with key stakeholder organisations.
18. Contribute to wider communications activities, including across all communications disciplines, to ensure seamless delivery of RSH's communications priorities.

Working relationships and contacts

Internal relationships:

- Teams across the organisation who need to communicate and engage with others to deliver their work.
- Executive, Board and Senior Leadership Team in relation to the provision of papers and briefings focused on issues relating to communications and engagement.

External relationships:

- Ministry of Housing, Communities and Local Government, Government Communications Service, Government Digital Service and other government departments.
- Housing Ombudsman Service.
- Communications leads at the National Housing Federation and other sector representatives.
- Journalists for key trade and national publications.

Role requirements

Qualifications, knowledge, skills and experience:

- Experience of leading media relations in a multi-location housing, regulatory or public sector environment.
- Experience of providing communications advice to senior leaders in relation to the media.
- Experience of planning, delivering and evaluating media activity and driving continuous improvement.
- Experience of translating policy and operational goals into measurable communication objectives and evaluating the success of communications activities in achieving them.
- Experience of advising managers and leaders on their approach, content and messages ensuring use of the right tone, language, format and channel.
- Working knowledge of the range of communications disciplines set out in GCS MCOM including digital communications.

- Highly developed writing, editing and wider content creation skills, to turn complex information from a wide range of sources into compelling content that maximises impact across a range of formats.
- Knowledge of current issues affecting social housing and its regulation in England and understanding of the media and stakeholder landscape.
- Experience of project management in a communications context, including managing risks and interdependencies and procuring third-party services, preferably including media monitoring and analytics services.
- Working knowledge of relevant areas of legislation affecting communications and engagement activities, including GDPR, DPA and public sector accessibility requirements.
- Excellent interpersonal and verbal communication skills, able to communicate clearly and logically to a wide range of audiences and work with people at all levels of seniority.
- Self-starting with an ability to plan and manage your own workload, as well as manage the input of others, to meet tight deadlines and competing priorities.

General responsibilities

- To adhere to RSH's Equality and Diversity and Equal Opportunities policies in all activities and to actively promote equality of opportunity.
- To be responsible for your own health and safety and that of your colleagues and all others in the workplace, in accordance with RSH Health and Safety policies.
- To demonstrate RSH core values in all working relationships within the workplace.
- To work in accordance with RSH Data Protection Polices and adhere to RSH Freedom of Information policies where appropriate.
- To undertake such other duties as may be reasonably expected.