



## RSH ROLE PROFILE

<b>Role</b>	Communications Officer	<b>Directorate</b>	Chief Executive's Office
<b>Reports to</b>	Communications Manager	<b>Section</b>	Communications
<b>Post reference</b>		<b>Grade</b>	Hay level 15

### Purpose of the role

The Communications Officer will play an important role at the Regulator of Social Housing (RSH) delivering a range of mainly internal communications and engagement and contributing to external communications activities to support RSH in the delivery of its strategic objectives.

The role reports to a Communications Manager and is part of a small communications team that is responsible for ensuring that RSH communicates and engages effectively, internally and externally.

The post-holder will need to have broad experience across a range of communications disciplines, which may include internal communications, digital and social media, media monitoring and stakeholder engagement. They will also have the skills needed to liaise professionally with senior leaders and external stakeholders. They will benefit from professional development through associate membership of the Government Communications Service, adopting the latest best practice in planning and evaluation, communications and engagement.

The Communications Officer will support RSH to regulate for a viable, efficient, and well governed social housing sector able to deliver quality homes and services for current and future tenants.

### Accountabilities and duties of the post-holder

#### Main duties:

- Supporting our programme of internal communications and engagement activities.
- Maintaining and improving the intranet and occasionally the RSH section of the Gov.uk website, including publishing documents and ensuring the content complies with accessibility requirements.
- Creating and editing visual and written content including videos and sourcing images suitable for a range of audiences.
- Plan and coordinate virtual and face-to-face events.
- Keep staff and executive group well informed of external communications activity and engagement through effective use of internal channels
- Monitor relevant organisational and sector coverage and build and maintain effective networks and relationships with appropriate trade and national press organisations
- Monitor and evaluate the effectiveness of communications activities in line with the government communications framework
- Supporting RSH's programme of external stakeholder engagement, including coordinating speaking engagements and media activities, in the absence of colleagues

- Meet the standards expected of all government communications professionals, as set out in the Government Communications Service’s Modern Communications Operating Model.

**Key accountabilities:**

- Contribute to the continuous improvement of the RSH approach to internal communications, stakeholder engagement and media relations.
- Use knowledge of a broad range of communications disciplines 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.
- Build and maintain relationships with key internal and external stakeholders Help maintain the organisation’s digital presence and content development, including publishing documents and creating and posting social media content, when required.
- Contribute the delivery of a cohesive programme of internal (and potentially external) communications activities within stakeholder engagement and media, that help deliver the regulator’s objectives.
- Uphold the regulators’ corporate identity and brand.
- Co-ordinate the communications and engagement grid and work with teams across the regulator to plan publications, announcements and events.
- Contribute to developing evidence-based communications advice and support to Board, Executive and the Senior Leadership Team.
- Contribute to wider communications activities, including across all communications disciplines, to ensure seamless delivery of RSH’s communications priorities..

**Working relationships and contacts**

Internal:

- Communications team colleagues
- Assistant Director of the Chief Executive's Office
- Wider corporate and operational teams across RSH.

External:

- External stakeholders with an interest in the social housing sector
- MHCLG communications and policy leads
- Trade and national media

**Role requirements**

**Qualifications, knowledge, skills and experience:**

- Broad communications knowledge and understanding of modern communications, including planning, evaluation and digital
- Experience of employee engagement
- Good understanding of social media channels and experience of developing multimedia content
- Excellent writing/editing skills with the ability to communicate technical or complex information in a clear, engaging way



- Experience of SharePoint, WordPress, Canva and ClipChamp – desirable
- Familiar with web publishing systems
- An eye for detail but also understands the big picture
- Strong interpersonal skills to help build and maintain excellent relationships with colleagues and a wide range of stakeholders
- Flexible and collaborative team player with a solutions-focused approach
- Remains calm under pressure, handling competing priorities and delivering to tight deadlines.
- Interest or experience in affordable housing, regulation or government
- Political awareness and an understanding of how parliament works

### General responsibilities

*Standard to all RSH role profiles*

- 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 Policies and adhere to RSH Freedom of Information policies where appropriate.
- To undertake such other duties as may be reasonably expected.

