



Customer Voice and Communications Officer

RESPONSIBLE TO: Customer Voice and Communications Manager

JOB PURPOSE:

The role will work closely with customers, local communities and other stakeholders to seek feedback in innovative, inclusive and creative ways that will shape and improve the services we offer. They will also create engaging internal and external communications that enhance our reputation and strengthen relationships.

The role includes working closely with the Trust's customers, local communities and other stakeholders to help improve services through a variety of engagement activity.

It also includes working with the Customer Voice and Communications Manager to ensure all internal and external communications for the Trust are developed in a clear, professional and engaging way. The role will cover the creation of digital content for social media and our website as well as press releases and the commissioning of design work through external agencies.

Duties

- To assist the Customer Voice & Communications Manager, in the delivery of the integrated Customer Voice strategy and associated action plan
- To organise Tenant forums and consultations on housing services, changes to policy, strategy development or reviews on service delivery.
- To support in organising events for customers, stakeholders and staff.
- Take responsibility for organising the production of promotional materials and publicity materials for tenant engagement events.
- To assist the Customer Voice & Communications Manager to cultivate positive relationships with customers, local communities and relevant stakeholders.

Email: trust@peaksplains.org **Address:** Ropewalks, Newton Street, Macclesfield, Cheshire, SK11 6QJ

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- To assist as necessary with the coordination of the Trust's response to the results of the Tenant Satisfaction Measures (TSMs).
- To enhance the Trust's reputation and communication through social media by creating relevant content, and sensitively handling incoming messaging liaising with customer teams to log, signpost and manage communications from customers
- To engage staff by creating content, or supporting colleagues to create their own content for on our internal 'Team App' which is our main internal communication tool
- To prepare, write and publish news articles, customer feedback and press releases across our communication channels accurately and speedily.
- To respond promptly and constructively to media enquiries, building relevant media contacts and relationships with stakeholders.
- To work with external designers, photographers and other agencies by commissioning content and ensuring the Trust brand and reputation is maintained.
- To carry out basic design work (eg graphics for social using Canva).
- To support the Development Team with the marketing of new homes (eg print and on-site marketing materials and content for promotional events).
- To assist in the management of the Trust's website content to make sure it is up to date, customer-focused and that the content is discoverable and accessible.
- To create newsletters (digital and in print) for customers, stakeholders and staff
- To create rich media content (eg video for a CEO briefing, staff podcast) and be confident in the use of image and video editing software and all MS 365 applications.
- To carry out user-testing with staff and customers as required (eg a new app or comms channel for staff)
- To be able to write in a variety of styles but always clearly and accurately
- To work in a safe and compliant way and always follow the law, regulations and best practice when it comes to keeping yourself and others safe
- To make sure that your actions and behaviours fully support the Trust's Equality, Diversity & Inclusion Strategy (peaksplains.org/edi)
- To keep up to date with developments and best practice in relation to Communications and to champion and promote innovation and value for money wherever possible.

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Our values and behaviours

Here are our values. It's how we do things.

We are one team with one goal - we are open and honest with each other so that we can work together to make things better for our customers and the Trust. We do not work in silos.

We are solution focused -we come up with ideas and find answers and efficiencies wherever we can. When we mess up we say sorry, learn from it, fix it and crack on. We act and keep things moving.

We think like a customer, act like a business owner - we take pride in our homes and our work and we give our customers the service and value for money we'd expect ourselves. We always try to do more with less.

We do the right thing - even when no-one is looking and we speak up if something doesn't feel right – even when that means a tricky conversation. We don't leave loose ends or unfinished work for someone else to sort out.

We respect and celebrate our differences - we are fair and we respect our differences so that we all thrive and feel at home – at work.

No job description can cover every task which may arise within the post. The post holder will be expected to carry out other duties from time to time which are broadly consistent with those in this document.

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Person Specification

Customer Voice and Communications Officer

	ESSENTIAL/DESIRABLE	ASSESSMENT
Values		
We are one team one goal.	E	I/A
We are solution-focused.	E	I/A
We think like a customer, act like a business owner.	E	I/A
We do the right thing.	E	I/A
We respect and celebrate our differences.	E	I/A
Qualifications		
Level 3 qualification in a writing based subject e.g. english language/communications/media or similar	E	A/C
Experience		
Copywriting for multiple platforms/channels	E	I/A
Dealing with the public/customers across multiple channels	E	I/A
Social media management including content creation and managing queries	E	I/A
Event management	E	I/A
Facilitating meetings including focus groups	D	I
Website content management	D	I/A
Public relations	D	I/A
User experience or user-centred design	D	I/A
An understanding of accessibility	D	I/A
Skills/Abilities/Competence		
IT skills	E	I/A/S
Copywriting	E	I/A/S
MS Office	E	I/A/S

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Interpersonal Skills	E	I
Innovative & Creative writing	E	I
Work under pressure & to deadlines	E	I
Organisational skills	E	S
Assertive with drive & enthusiasm	E	I
Ability to work on own initiative	E	I
Flexible approach to working hours (ability to work evenings and weekends as required)	E	I
Driving license	D	A/C
Photography	D	I/A

METHOD OF ASSESSMENT

- A** **Application form**
- I** **Interview**
- S** **Skills Test**
- C** **Production of Certificates**

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