



## PERSON SPECIFICATION

**JOB TITLE:** Communication & PR Manager

**DEPARTMENT:** Corporate

### EDUCATION/QUALIFICATIONS

ESSENTIAL	DESIRABLE
Foundation degree or equivalent level 5 qualification	Chartered Membership or eligibility for Chartered Membership of an appropriate professional institute e.g Chartered Institute of Public Relations or Housing or Institute of Leadership and Management
Evidence of Continuous Professional Development (CPD) and prepared to undertake relevant training to meet operational need and further knowledge base	Level 4 Chartered Institute of Housing qualification in Housing Management / Housing Maintenance, or equivalent professional qualification in Housing

### KNOWLEDGE AND EXPERIENCE

ESSENTIAL	DESIRABLE
Experience of leading and managing communications and PR service delivery	Experience of effective change management
Experience of managing communications and PR strategies in a fast paced and pressured situation	Knowledge or experience of working in the social housing sector
Experience and understanding of media relations and social media management, different platforms and channels and their respective audiences.	Experience of managing communications and PR in a social housing environment

KNOWLEDGE AND EXPERIENCE	
ESSENTIAL	DESIRABLE
Experience of writing press releases and communication content creation	
Use data and systems to analyse performance, drive efficiency and inform service decision making. Proven track record of identifying and enabling service improvements.	
Knowledge of financial management and track record of preparing and managing budgets commensurate to the role	
Knowledge and experience of utilising IT and databases in the effective delivery of communications	
Understands General Data Protection Regulations and practical application of procedures commensurate with area of work	
Understands health and safety responsibilities in the workplace commensurate with area of work	
Experience of legislation and good practice in relation to the delivery of communication and PR	

SKILLS AND ABILITIES	
ESSENTIAL	DESIRABLE
Exceptional writing and editing skills and the ability for strong storytelling, content creation and writing compelling copy. A keen eye for detail and accuracy.	Experience or proficient in the use of Wordpress/Mailchimp/Survey Monkey/Microsoft Forms/Canva/Adobe InDesign/Iframe/Google Analytics
Demonstrates highly developed verbal, written and presentation skills with experience in acting as a company spokesperson.	Experience of graphic design, publishing software and video production content
Organised with ability to prioritise workload, set work programmes, meet	Strong evidence of the ability to work in partnership with stakeholders to deliver

SKILLS AND ABILITIES	
ESSENTIAL	DESIRABLE
tight deadlines and budgets and use own initiative.	successful outcomes for tenants and other customers
Ability to distill complex information into clear and concise messages. Ability to handle confidential and sensitive information appropriately	Is aspirational and aims high when anticipating and planning communication and business needs.
Ability to understand and follow legal advice on matters such a GDPR and regulatory compliance	Demonstrates a pro-active understanding of others' agendas
Ability to analyse situations and identify pragmatic solutions that enhance the brand and business reputation without creating business risk	Adept at systematic risk and opportunity management
Thrives on change, learning and innovation and works effectively as part of a team.	Demonstrates a rapid understanding of newly presented information
Demonstrates good numeracy skills and the ability to understand financial information	
Proficient in using Microsoft Office Suite, knowledge of SEO principles and best practice and the ability to learn/use a broad range of software and digital tools	
Presents information in a confident and professional manner	
Applies effective problem solving and decision making skills	
Uses creative methods to perform tasks and bring improvement to processes	
Remains calm under pressure and resilient to managing conflict	
Possesses skills and talent to improve services and performance, including complaints management	

SKILLS AND ABILITIES	
ESSENTIAL	DESIRABLE
Flexible and adaptable in the management of workloads	

MANAGEMENT AND LEADERSHIP OF PEOPLE	
ESSENTIAL	DESIRABLE
Provides clear direction and makes timely and informed decisions, involving others and delegating as appropriate	Facilitates the resolution of conflict between people so that an appropriate way forward is identified championing joint problem solving
Is an effective role model with strong leadership skills with the ability to motivate individuals and teams to achieve / exceed targets and priorities.	Is a dynamic and inspirational leader, able to articulate a vision that creates excitement and commitment from others
Ensures colleagues value diversity and takes appropriate action when there is evidence of discrimination or inequity	
Actively seeks out and harnesses the views and contributions of others and enables people to work collaboratively	
Promotes a no blame culture, learning by mistakes and taking ownership of problems and issues	

OTHER REQUIREMENTS	
ESSENTIAL	DESIRABLE
Attend 'out of hours' meetings as required	Ability to transport oneself to various locations