

Communications Coordinator (Customer) Job Description

**Our
Vision**

**We provide
excellent
services to
customers**

**and build
new homes
to help more
people.**

**We make
sure our homes
are safe and
sustainable**

**and strive to do
more by making
the most of our
resources.**

About Paradigm Housing Group

Paradigm Housing Group is one of the South East's leading housing providers. We manage 16,000 homes across 30 different local authorities.

At Paradigm, we work hard and strive for excellence. In return we offer a great place to work and an attractive range of benefits, including a Health Cash Plan, bonus potential, a competitive pension scheme and 25 days holiday plus 3 days closure at Christmas.

We welcome applications from all sections of the communities we work in.

Our Values

#SaferTogether

The safety of our customers, colleagues and ourselves is a priority in everything we do.

- Putting safety first •

#DrivingImprovement

We seek to do things better and deliver value to our customers.

- Commercial and financial awareness • Change and innovation • Delivery focus •

#BeingClear

We will communicate in a clear and consistent manner so that our customers, colleagues and stakeholders understand the high standards that we work to.

- Managing information • Communication • Planning and organisation •

#ActingThoughtfully

We make ourselves aware of our customers' and colleagues' circumstances and consider this thoughtfully and respectfully, and with attention to the impact on the environment when taking action.

- Involvement and inclusion • Customer focus • Integrity and respect •

#WorkingAsOne

We work collaboratively with others and take personal responsibility for delivering outcomes for our customers, colleagues and stakeholders.

- Teamwork and collaboration • Developing self and others •

**PARADIGM HOUSING GROUP LIMITED
JOB DESCRIPTION**

Post:	Communications Executive (Customer)
Direct Reports:	None
Regular contacts:	Exec Directors, Assistant Directors & Heads of Service Service Managers Team Leaders Customer and Neighbourhood Officers Customer Directorate People Management Team Policy Team Legal & Governance External agencies (such as designers and photographers)
Responsible to:	Communications Manager (Customer)

JOB PURPOSE:

To work with the Communications Manager (Customer) and wider Communications team to deliver a strategic customer communications function which enables Paradigm to realise its corporate objectives by planning and delivering communications in a way which maximises their impact and promotes and protects Paradigm's brand.

To support the Communications Manager (Customer), in helping us tell our story to a variety of audiences, and lead on our new social media approach, helping us to engage online communities.

To use our existing customer communication channels to ensure customers receive engaging, informative and timely communications in the format and on the channel which is right for them. This role plays a key part in helping to increase customer satisfaction as customers feel informed, engaged and included.

To monitor customer interactions through our social media channels, responding where appropriate or flagging to other teams in the business.

To help us promote a culture of openness and accountability following the principles outlined in the Social Housing (Regulation) Act, ensuring customers know how to access our services, how to raise complaints, influence decision making and hold us to account.

Create and deliver a range of communications to customers to keep them well-informed and engaged. Use a variety of formats and channels, including written, graphic and video content on digital and offline channels.

Provide admin support to the wider team, including raising POs and supporting with subscriptions and systems contracts.

This profile is not exhaustive and other activities at a similar level may need to be carried out.

KEY ACCOUNTABILITIES:

- Support the implementation of our new social media approach which aims to engage online communities of customers.
- Support the delivery of communications content and activities. These will be based on a systematic approach to understanding audiences, developing appropriate content and using the most effective channels to ensure that we engage customers. The objective is to promote a positive and coherent story of Paradigm's activities, objectives and plans.
- Support the management of our external communication channels to promote customer engagement, including social media, the production of our monthly newsletter, website and offline channels.
- Write, proof and edit copy for a range of corporate and stakeholder publications including Paradigm's annual reports – championing the use of Plain English and coordinating their design and production (whether in traditional or digital form).
- Create engaging content, using plain English, to support effective communication with customers including annual updates on rent and service charges, working with stakeholders across the organisation to ensure the information is easy to understand, timely and in the right format.
- Identify and support new communications channels (working with the Customer Directorate and Improvement team) to promote Paradigm and deliver key communications messages to customers.
- Operate within the Communications budget, ensuring value for money is always achieved.
- Develop and maintain effective external relationships, which enhance the quality of communications with our customers.
- Produce regular analytics reports to help us shape and develop future content.
- Contribute to shared office duties including dealing with purchase orders and subscriptions.
- This role sits as part of the wider Comms team and will be expected to fulfil the whole range of Comms tasks including internal comms and answering media enquiries when required.

LEVEL OF AUTHORITY

- Flag potential reputational risks and marketing opportunities to the Communications Manager (Customer)
- To develop, agree and deliver communications content and activities with internal stakeholders
- Seek approval from the Communications Manager (Customer) for responses to high profile/sensitive news items
- Research and make recommendations on new media or PR opportunities, and on the development of current and new communication channels

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- Prepare and code invoices for authorisation by the Assistant Director of Communications.

REQUIRED OUTCOMES OF THE POST

- All our customer channels are developed in line with our business strategy
- The brand is protected and Paradigm's profile raised with customers
- Positive feedback from senior management, the Board and customers on approach and delivery of the communications function
- Creative approaches to value for money and system improvements
- Key performance measures:
 1. Social media channels are used to effectively engage customers, with all objectives and targets set out in our social media approach being achieved
 2. Analytics show increased engagement with Paradigm on external digital platforms, as set out in our social media plan
 3. Engagement increases with our external comms channels, particularly the harder to reach audiences
 4. Projects delivered on time and on budget, all content of a high quality and to support our strategic priorities.

PERSON SPECIFICATION:

E = Essential
P = Preferable

- At least two years' experience working as a communications professional – E
- Confident in handling projects with a strong understanding communication planning - E
- Demonstrable success in managing and executing communication campaigns - E
- Demonstrable success in managing social media channels and engaging online communities - E
- Proven experience handling media enquiries and crisis communications – E
- Excellent interpersonal skills to collaborate with colleagues across the organisation.
- Previous experience of designing and delivering innovative and effective communication across a variety of channels to help us tell our story and engage customers and stakeholders - E

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- Excellent writing skills with the ability to interpret information and communicate this effectively in plain English – E
 - Basic design skills (including Indesign, Photoshop/Lightroom, Canva, Biteable, filming, editing etc) – E
 - Able to prioritise tasks and deliver to deadlines - E
 - Proven experience in planning - E
 - The ability to recognise and professionally manage confidential or sensitive information and to operate with integrity - E
 - Organised and competent in planning and delivering successful communications projects, events, collateral and initiatives – E
 - Excellent organisational skills, time management and attention to detail – E
 - Willingness to learn new website and digital media tools at a knowledge level that is capable of training and supporting other staff or team members - E
 - Self-motivated and able to work either autonomously or within a team – E
 - Available to attend occasional resident or promotional events in evenings or at weekends – E
 - Understanding of current issues for housing sector – P
 - Experience of using Wordpress and Interact content management systems - P
 - PR, Marketing, Communications or other relevant qualification, or equivalent qualification by experience (Certificate level or higher) – P
 - Proven experience handling media enquiries and crisis communications – P

The post-holder will attend meetings and events regularly and therefore must be able to function and communicate effectively in group situations. A current driving licence is essential. There will be a requirement for attendance at meetings or events outside normal office hours, primarily on weekday evenings and some flexibility over working hours is therefore necessary.