



JOB DESCRIPTION

JOB TITLE:	STRATEGIC COMMUNICATIONS OFFICER
LOCATION:	Hale Village, London N17
SALARY:	£30,790
REPORTING TO:	Head of Communications
RESPONSIBLE FOR:	No staff reporting to this post

MAIN OBJECTIVES:

To play a key role in developing and supporting Newlon's internal and external communications activities and to contribute to maintaining and strengthening Newlon's profile and business success.

SPECIFIC TASKS AND RESPONSIBILITIES

<u>Key Tasks and Responsibilities</u>		<u>Outcomes</u>	<u>Key Competence Areas</u>
1.	To be responsible for all routine dealings with the media on behalf of Newlon Housing Trust ensuring that all contacts and activities reflect the image Newlon wants to project.	<ul style="list-style-type: none">• Press enquiries handled quickly and appropriately.• Press releases produced regularly in line with the Communications strategy.• Positive relationships developed with members of the press and media.• Positive communications established and strong internal relations maintained.	<ul style="list-style-type: none">• Communication• Influencing and negotiation• Achieving results and quality focus• Working with others

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2.	To be responsible for the production (or co-ordination of the production) of Newlon publications including newsletters, annual reports, the intranet and our website and other media, including social media, in line with internal and external communications strategies.	<ul style="list-style-type: none"> • To write and edit articles for a range of Newlon publications. • Deadlines met and budget limits (set by Head of Communications) adhered to. • Internal communications planned and coordinated on a regular timely basis. • Production of quarterly residents' newsletters coordinated and distribution arranged. • Information on websites kept up to date and new sources of information researched. 	<ul style="list-style-type: none"> • Communication • Planning and organising • Results and quality focus • Influencing and negotiation • Customer focus
3.	To support and organise internal and external events, such as scheme openings, conferences and staff social activities.	<ul style="list-style-type: none"> • Contributions made to the planning of innovative events, including programmes, venues and themes. • Invitations issued to events and, where appropriate, media coverage arranged. • All practical arrangements, such as venue and catering, are made efficiently. • Participation of other Newlon staff organised as required. 	<ul style="list-style-type: none"> • Planning and organising • Working with others • Influencing and negotiation • Managing change and innovation • Judgement and decision making

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4.	To support the Head of Communications in researching and maintaining information to help Newlon carry out its business efficiently, effectively and competitively.	<ul style="list-style-type: none"> • Relevant information located and accessed from websites and other appropriate sources. • Information stored and catalogued as appropriate and in an organised fashion. • Assistance provided in compiling a database of key contacts to enable relationship management of key stakeholders. • Library of press cuttings, past publications, bids, marketing materials and other records of activities and events compiled and maintained and circulated as required. • Bid library information and supporting materials maintained and kept up to date. 	<ul style="list-style-type: none"> • Planning and organising • Managing change and innovation • Results and quality focus
5.	To manage Communications resources	<ul style="list-style-type: none"> • Invoices raised and payments monitored regularly. • Content Management Plans for Internet and Intranet managed and maintained. 	<ul style="list-style-type: none"> • Results and quality focus • Customer focus

No job description can cover every activity which may arise within the post at various times and the postholder is expected to carry out other duties from time to time which are broadly consistent with those in this document.