



## **JOB DESCRIPTION**

<b>JOB TITLE:</b>	Internal Communications and Employer Branding Specialist
<b>GRADE:</b>	Grade 6a
<b>REPORTING TO:</b>	Marketing and Communications Business Partner
<b>RESPONSIBLE FOR:</b>	No direct reports

## **ROLE SUMMARY**

Working in a highly-focused department, you will work closely with both the Marketing and Communications Team's Manager and Business Partner to tell believe housing's story to an internal audience as well as promote the employer brand to prospective employees and an external audience.

Providing operational, editorial, strategic, and creative support across several online and offline disciplines, you will lead on internal promotional campaigns to help develop strong brand identity and advocacy with employees and key stakeholders.

## **MAIN DUTIES AND RESPONSIBILITIES**

Specific objectives and deliverables will be agreed as part of your annual performance and development review. The points below are a summary of your main duties and responsibilities.

1. To use data and staff feedback to shape and deliver believe housing's internal communications strategy.
2. Work to develop believe housing's employer brand across various internal and external platforms.
3. Work closely with Executive Management Team (EMT), business leaders, and directorates across believe housing to ensure corporate messages are communicated in a timely manner, ensuring two-way communication.
4. Support staff to make effective use of the believe housing brand and tell its story on internal and external platforms.

5. Lead on internal campaigns to cover initiatives linked to our corporate plan and objectives, vision, values and behaviours. This will include, but is not limited to, health and wellbeing initiatives, culture, transformation and change, our green plan, and more. Work alongside multiple directorates and colleagues to help communicate their projects and initiatives, weaving them into our internal communications plan.
6. Analyse and report on employee engagement from a communications perspective.
7. Lead on promoting our employer brand through channels such as LinkedIn, Glassdoor, Indeed, and the careers section of believe housing's website. Post new updates, engaging with current and prospective employees to tell the story of believe housing as a great employer.
8. Take responsibility for internal communications, in both online and offline formats, including copywriting, editing and proofreading.
9. Seek new and relevant employee reviews for Indeed and Glassdoor to coincide with job vacancies.
10. Build believe housing's reputation with employees, prospective employees, and within the wider north-east employer and housing network.
11. Promote believe housing as a great employer, writing copy for job postings and promotion, working alongside the HR Team.
12. Leverage videos, photo opportunities, events and PR to tell our story internally and externally.
13. Be the key communications representative at any employee groups.
14. Collaborate with the wider Marketing and Communications Team on campaigns and be a team player and ambassador for internal communications and employer brand across the organisation.
15. A passion and commitment to equality, diversity and inclusion
16. Work to develop internal advocates of the brand.
17. Support with event management for planning employee events.
18. Help to build a culture where two-way internal communication is seen as an integral part of believe housing's success.



19. Advocate the critical business importance of internal communication and support consistent use of the brand.
20. Ensure value for money with all initiatives.
21. Work with external agencies to deliver campaigns where appropriate.
22. General administrative duties applicable to the post.
23. Manage health and safety issues in your area of responsibility in line with the relevant section(s) of the relevant Health and Safety Policy.
24. Comply with the Employee Code of Conduct, Data Protection and Information Security policies at all times.
25. Your duties may vary from time to time within the broad remit of your role and grade. You are required to undertake any such reasonable and appropriate duties.

The Internal Communications and Employer Branding Specialist should demonstrate our values and behaviours.

### **Our values**

At believe housing, we agree that our core values are simple. We all agree to do the right thing; for our people; for our customers; for our business

### **Our behaviours**

- be open and honest
- there's always a way, bring ideas and solutions
- it's a team effort, we all have a voice
- earn respect and give it back
- trust each other, be fair
- open your eyes, your ears, and your mind
- add value, what you do makes a difference

**PERSON SPECIFICATION**

	<b>Essential</b>	<b>Desirable</b>	<b>Method of Assessment</b>
<b>Qualifications</b>	Degree or equivalent in public relations, journalism, communications and/or a marketing field.	<p>Membership of a professional marketing or public relations body.</p> <p>Evidence of further professional development or qualification in communications or media related subject.</p>	<ul style="list-style-type: none"> <li>▪ Application form</li> <li>▪ Selection process</li> <li>▪ Pre-employment checks</li> </ul>
<b>Experience</b>	<p>Working within an internal communications/PR/communications field.</p> <p>Experience of working with a wide range of media and stakeholder groups.</p> <p>Experience of leading on internal communications campaigns.</p> <p>Experience of developing corporate literature.</p> <p>Track record of influencing stakeholders, and understanding of opportunities and risks of working collaboratively with other stakeholders.</p>	<p>Experience of Workplace, SharePoint, LinkedIn, Indeed, Glassdoor, and WordPress.</p>	<ul style="list-style-type: none"> <li>▪ Application form</li> <li>▪ Selection process</li> </ul>

**Skills/knowledge**

<p>Creative thinking and problem-solving skills.</p> <p>Excellent research and communication skills.</p> <p>Ability to work as part of a team and in partnership with other services/officers</p> <p>Excellent organisational skills and the ability to produce quality work to tight deadlines</p> <p>Excellent interpersonal skills including the ability to relate well with others, communicating information confidently with people at all levels.</p> <p>Excellent copywriting and proofreading skills.</p> <p>Understanding of equality and diversity and commitment to its application in this area.</p> <p>Ability to cope under pressure, with minimum supervision and ability to prioritise workloads.</p> <p>May be required to work outside of normal office hours and at weekends.</p>	<p>Knowledge of national and regional housing issues.</p> <p>Knowledge of current national and regional communications and employer brand issues.</p>	<ul style="list-style-type: none"> <li>▪ Application form</li> <li>▪ Selection process</li> </ul>
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