

PlaceShapers Communications Lead role profile

Role type: permanent

Salary: £63,000 FTE

Hours: 3 days a week (22.5 hours per week), flexible working applications are welcome

Location: **Home based.** The postholder will be employed by Cross Keys Housing in Peterborough but can be based anywhere in the country. Some travel, to London and to visit members, is required.

You will lead the development and delivery of the communications strategy for PlaceShapers, covering all of our internal and external communications. You will lead our communications network of communications professionals from across the country. You will help us tell our stories with greater impact and, working in a small team, you will help us all to up skill on our communications.

Role profile

Leadership and management

- Lead development and delivery of communications strategy for PlaceShapers, covering all of our internal and external communications
- Lead, nurture and develop the communications network to increase our communications output and impact
- Lead communication training and development for PlaceShapers staff and the communications network
- Lead areas of team and project development for PlaceShapers, working with team and CEO
- Deputise for CEO as required, including representing PlaceShapers at external events and Conferences

Communications

- Lead development and delivery of communications strategy for PlaceShapers, covering all of our internal and external communications
- Work with staff team and communications network on communications plans for all of our work
- Hold relationships with sector media and national journalists to deliver coverage of PlaceShapers work; be first point of contact for any journalists contacting us
- Work with colleagues to ensure our communications and policy work are joined up and mutually reinforcing
- Work with communications network to develop our storytelling, finding innovative new channels and platforms to show what we do
- Hold relationships with key external partners, including communications agencies

Member and stakeholder engagement

- Be proactive in building and maintaining relationships with PlaceShapers members to involve them in all of our communications
- Visit and talk to members regularly to strengthen all of our communications output

- Build relationships with other sector partners and communications professionals

Person specification

- Demonstrable experience of delivering impactful communications strategies and plans, ideally in social purpose organisation.
- Excellent written communication, able to work quickly and effectively and to tailor communications for different audiences
- Experience of effectively using story-telling to help create social change
- A collaborative leader with experience managing people and teams
- Experience of building relationships with journalists to deliver positive coverage
- A commitment to the values of PlaceShapers and our members and an interest in the work of housing associations and the wider communities agenda