

Role Profile

Role Title:	Digital Content & Engagement Officer
Department:	Communications & External Affairs
Role Purpose:	To deliver our day to day communications activity through our online platforms, using the full mix of channels and to support the engagement of key internal stakeholders and involved customers.
Reporting to:	Head of Customer Communications & Marketing
Responsible for:	NA
Disclosure level:	NA
Role Level:	Frontline worker

Key Role Responsibilities	<ul style="list-style-type: none"> • Working closely with the Head of Customer Communications and Marketing, manage our key customer channels ensuring they are updated regularly with quality, proactive and informative communications, so they continue to be reliable and accurate sources of information • Proactively develop and produce content for our online channels including social media, app and website, responding to key trends in customer behaviour and external environmental factors providing a consistent presence across our channels • Monitor our online response to customer queries and act as first point of contact for our customer hub, supporting them to utilise our social media management tools • Support our new communications customer panel and engage them in key projects to gain insight and feedback into the improvements that can be made to the way we communicate with customers • Support the engagement and recruitment of involved customers through targeted campaigns, refreshing our offer and expanding our involved customer base • Support the management and rollout of our internal print contract in line with contract management framework. Using the online portal to template key communications materials and make them available to key internal colleagues. • Use our online communications platform to renew the way that we engage with customers through Ebulletins and regular updates. • Provide advice and specialist knowledge to lead and support the
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	<p>business' customer communication activities - identifying opportunities for continuous improvement in key business areas</p> <ul style="list-style-type: none"> • Working knowledge and understanding of GDPR regulation and the implications of this for regular communications with our customers • Understanding of our regulatory requirements as a social housing provider, putting customers at the heart of everything that we do, using their feedback to continuously improve our services. • Support a review of the customer journey, rolling out of our corporate tone of voice and deliver effective campaigns and customer communication plans in line with the Customer Communication strategy that supports this vision • Monitor and report on key analytics to ensure the effectiveness of online communications campaigns and content plans, providing an overview of ROI and make recommendations for future initiatives • Planning, researching and writing excellent copy to inform and engage our customers. Excellent attention to detail and experience of proof reading, achieving clearance and sign off from stakeholders to ensure quality standards. • Ability to liaise with all stakeholders to anticipate and understand the needs of a diverse customer base, and translate these goals into effective communications plans to increase engagement. • Safeguard the brand identity, corporate messages and values by ensuring the appropriate look and feel to visual materials and language including logo, strap line and checking for quality and consistency. This also extends to third party suppliers. • Work with external suppliers as required to meet project objectives. Managing all elements of the production process ensuring an appropriate brief is supplied, process is followed and that the final product is as required. • Take responsibility for budgets allocated to your projects, obtaining value for money quotes, monitoring spend and maintaining within budget. • Keep up to date with all communications and digital trends to ensure professional development and that we're making use of best practice. Also engage and be comfortable with housing issues.
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<p>Education, Qualifications and Training</p>	<ul style="list-style-type: none"> • Evidence of professional development related to digital communications and engagement, e.g. degree or professional development in post.
<p>Knowledge and Experience</p>	<ul style="list-style-type: none"> • Experience of delivering and managing highly effective communications campaigns and projects for a large and complex

	<p>organisation.</p> <ul style="list-style-type: none"> • Experience of advising senior internal and external stakeholders. • Experience of using a range of communications and marketing techniques to deliver projects. • Experience of taking briefs from a range of stakeholders and turning them into effective plans to meet project objectives. • Experience of managing and prioritising multiple communications, including managing budgets and external suppliers. • Understanding of key communications and engagement techniques, creating new leads and driving relevant content. • Knowledge of current digital trends and an understanding of key digital channels. • Experience managing an online print management system.
<p>Role Specific Skills & Behaviours</p>	<ul style="list-style-type: none"> • High level of verbal and written communication skills. • High level of influencing and interpersonal skills. • Creative flair and imagination. • Ability to deal with sensitive issues with discretion and confidentiality. • Ability to work under pressure and prioritise work effectively. • Work well in a team, including those outside of the department and the organisation, as well as being comfortable working alone. • Be comfortable with our organisations values and be happy to demonstrate these values in action in your work: imagination, customer first, empowerment, inclusive, ambition. • A commitment to flexible working patterns and style to meet business needs and pressures. • An ability to communicate with staff and teams at all levels across the Group. Good oral, verbal and interpersonal skills in order to engage and influence.