

Strategic Communications Manager

Team - Transformation Directorate	Team responsibility - 1 FTE
Manager – Executive Director of Transformation	Budget responsibility - £288k
Directorate – Transformation	Job grade - 6
Location – Northallerton / Hybrid	

Role Purpose:

The Strategic Communications Manager will lead the development and delivery of high impact communications that tell the Broadacres story at an important time during our transformation journey and as we head into our next corporate strategy.

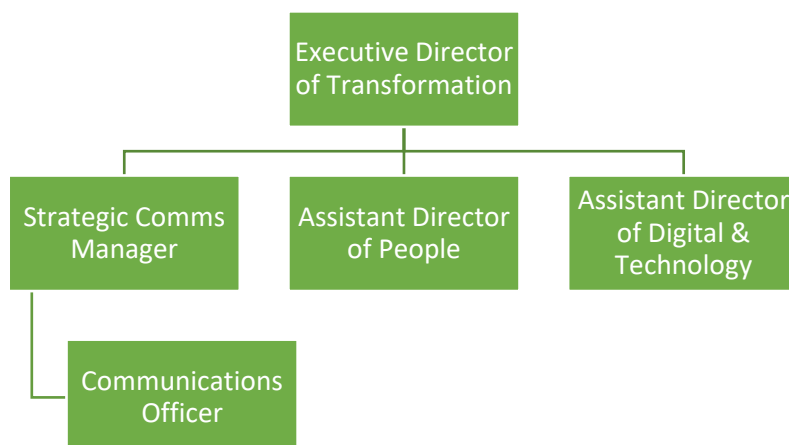
Reporting to the Executive Director of Transformation, the role will be responsible for creating and delivering a clear, compelling narrative that brings together our social purpose and strategic priorities, both now and in the future, that resonates with customers, colleagues and external partners.

The role will lead strategic, external, customer and colleague communications, brand and reputation management.

The role will develop and deliver an integrated internal communications and engagement approach that supports organisational change, cultural development, colleague engagement and leadership visibility.

The role will provide expert advice to the Executive Team and Senior Leaders on communications, engagement, organisational change and reputation management, ensuring communications are aligned with Broadacres' values, culture and strategic ambitions.

Organisational Structure



Main responsibilities

Strategic Communications and Transformation Engagement

- Develop and implement a Strategic Communications Framework aligned to the corporate strategy and Firm Foundations transformation programme.
- Shape and sustain a clear transformation narrative that explains the purpose, priorities, progress and regularly publicises the benefits of change.
- Develop communications strategies and plans that support strategic initiatives, transformation projects and organisational priorities.
- Ensure all communication activities support corporate objectives, customer outcomes and organisational performance.
- Provide strategic communications advice and support to the CEO and executive team.
- Lead communication planning for significant organisational change programmes and transformation activities.

What does success look like?

Colleagues, customers and stakeholders understand Broadacres' strategic direction and the purpose of transformational change. Communications actively support change delivery, increase engagement and build confidence in organisational transformation.

Internal Communications and Colleague Engagement

- Work with the Assistant Director of People to develop and deliver a comprehensive internal communications and engagement strategy.
- Support cultural change and colleague engagement initiatives through effective and innovative communications.
- Develop communication plans that support leadership visibility and colleague voice.
- Lead delivery of organisational wide communications including leadership briefings, colleague updates, campaigns and key corporate messages.
- Ensure communications support the embedding of Broadacres' values, behaviours and culture framework.
- Advise leaders and managers on effective communication and engagement with colleagues.

What does success look like?

Effective internal communications mean that we have informed, engaged and connected colleagues who understand organisational priorities and feel involved in shaping the future of Broadacres. Communications support cultural development and strengthen colleague engagement.

Customer Communications

- Work with the Assistant Director of Customers & Communities on the development and delivery of multi-channel, innovative customer communications strategies and campaigns.
- Ensure customer communications are accessible, engaging and aligned with regulatory expectations.

- Work collaboratively with Customer Engagement and Insight colleagues to use customer feedback and insight to shape communications.
- Oversee the continuous development and improvement of the website, major corporate publications and strategic customer communications.

What does success look like?

Customers receive clear, accessible and meaningful communications through channels that meet their needs. Feedback demonstrates increased understanding and trust in Broadacres.

Corporate Communications and Media Relations

- Proactively lead media relations activity which build the profile of the CEO and executive directors via speaking opportunities, proactive media relations and digital channels such as LinkedIn. Work closely with PR partners to ensure external opportunities are maximised.
- Identify communications implications of policy, regulatory and environmental changes and advise senior leaders accordingly.
- Plan, deliver and co-ordinate proactive communications, ensuring that media relations, social media, internal communications and partner engagement is aligned around consistent messages and approach.
- Advise the CEO, Executive and SLT and implement the communications responses to crises, incidents, and issues.

What does success look like?

Broadacres brand and story is communicated appropriately and maintains a positive reputation with stakeholders, customers and the wider sector and manages reputational risk effectively. The organisation anticipates emerging issues rather than reacting to them. Leaders receive timely advice about external developments, risks and opportunities with a proactive communications message or plan that supports and protects the organisational reputation and position.

Brand and Communications Governance

- Be the custodian of the Broadacres brand by developing clear brand guidelines for all colleagues to follow.
- Develop and maintain communications standards, guidance and governance frameworks.
- Ensure consistency across all communication channels and audiences.
- Promote accessible communications and inclusive communication practices.
- Advise colleagues on communications best practice.

What does success look like?

Communications are professional, consistent, accessible and aligned to the Broadacres brand and values.

Insight, Impact and Evaluation

- Stay up to date with trends in new and emerging communications platforms, so that Broadacres brand and reputation is aligned with its strategic and transformational priorities.
- Develop measures to evaluate communications effectiveness and engagement.
- Use insight and analytics to improve communication outcomes.
- Provide regular reports to senior leaders on communications performance, engagement and impact.
- Benchmark performance and identify opportunities for continuous improvement.

What does success look like?

Communications decisions are informed by evidence, insight and horizon scanning, with clear demonstration of value and impact.

General

- To comply with Broadacres policies, procedures and code of conduct.
- To ensure all work undertaken and services provided are in compliance with the data protection legislation.
- Comply at all times with all organisational policies and relevant legislation including Data Protection, Equality & Diversity, Health & Safety and Financial regulations.
- To carry out any other duties consistent with the level of responsibilities of the post as may from time to time be required.
- Embrace BHA's sustainability ambitions to support Broadacres to be an environmentally friendly organisation
- Promote and demonstrate commitment to equality, inclusion and diversity ensuring BHA develops and promotes positive practices in all its customer activities.
- Embrace and promote the corporate plan, mission, vision, values and conduct of the association.

What does success look like?

An effective Manager. The role holder fully embraces the corporate strategy and values, regularly communicates Broadacres' performance and progress with teams, ensures that operational processes and practices are complied with and inspires colleagues to deliver great customer experience.

Strategic Communications Manager

Person Specification

Job Requirements	Essential	Desirable	Method of Identifying Criteria
Experience	Significant experience developing and delivering strategic communications and engagement strategies. Experience supporting organisational change and transformation programmes. Experience leading internal communications and colleague engagement initiatives. Experience advising senior leaders and executives on communications and reputation management. Experience managing media relations and reputational issues. Experience developing a brand that supports and promotes the organisation's strategic goals internally and externally. Experience managing communications projects across multiple stakeholder groups.	Experience within social housing, public sector or regulated environments. Experience supporting culture change. Experience working with Boards and governance structures.	Application form Interview (may include presentation or occupational test where appropriate)

Skills	Communicates complex operational information clearly, creates open dialogue and uses empathy to support colleagues, customers and stakeholders through difficult situations. Coordinates team priorities, resources and deadlines, adjusting plans when operational demands change. Creates conditions for experimentation across services, scales effective innovations and responds quickly to emerging trends. Relationship building - Ability to form successful professional relationships with customers, external organisations and colleagues. Manages delegated budgets, monitors spend and forecasts, and takes corrective action to achieve value for money. Promotes effective digital ways of working, improves team adoption and uses data and systems to enhance service delivery. Manages personal and team pressure, sets healthy priorities and supports colleagues to remain focused and resilient. Sets clear expectations, motivates and develops colleagues, manages performance fairly and creates an inclusive, productive team.		Application form Interview (may include presentation or occupational test where appropriate)
Knowledge	Understanding of strategic communications and change communications principles.	Understanding of social housing regulation and operating environment.	Application form Interview

	Knowledge of internal communications and colleague engagement best practice. Knowledge of stakeholder engagement approaches. Understanding of reputation management and media relations. Knowledge of inclusive and accessible communications. Knowledge of different and emerging communications platforms.	Knowledge of culture change methodologies.	(may include presentation or occupational test where appropriate)
Special Requirements	Willing and able to work outside normal office hours. Current driving licence. Role holders will work flexibly, balancing home working with regular presence across Broadacres' portfolio, typically 2–3 days per week.		Application form Interview (may include presentation or occupational test where appropriate)
Qualifications	Professional communications qualification (CIPR, CIM or equivalent)		Application form