

Job description and person specification

Job Title:	Communications Officer
Level:	Team member
Grade:	SO1
Team:	People Services and Communications
Reporting line:	Communications and Marketing Manager
Financial scope:	None
DBS check required:	No

What is the purpose of my job?

As a Communications Officer, I will be responsible for promoting the Phoenix brand among external and internal audiences. I will develop and deliver integrated communications activities that involve, engage and inform staff, residents and key stakeholders.

In my job I will:

Work with the Communications and Marketing Manager and colleagues in the Communications Team to deliver the Phoenix communications strategy and associated communications plans that help us deliver our organisational objectives and goals.

Develop and deliver integrated communications campaigns and content plans that make full use of available channels, including digital and social media. Proactively seek new ways to engage and influence our target audiences and to maximise PR and media opportunities.

Produce resident newsletters and annual reports, including research, copy writing, sourcing images and liaison with designers.

Support the Communications and Marketing Manager to enhance Phoenix's media profile, including proactively seeking opportunities to generate positive coverage and exposure for the organisation.

Design and oversee production of new multimedia content (including film, case studies, blogs) that will demonstrate Phoenix's impact, support our organisational objectives and complement media activities and other communications.

Produce content for the Phoenix website and take a leading role in the research, planning and implementation of the longer-term development of our internal and external websites

Proactively identify opportunities with new digital channels or content types that will help to engage new audiences, influence stakeholders and raise the organisation's profile.

Develop, write and edit internal content for the intranet and other internal communications channels in line with the culture and values of Phoenix.

In collaboration with colleagues in the Communications Team, work with managers to promote effective internal communications and staff engagement.

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In collaboration with colleagues across the organisation, work to promote effective internal communications and staff engagement

Support the Communications and Marketing Manager to monitor, evaluate and report on all communication activities, making appropriate improvements and recommendations.

Engage with members of the residents communications group, ensuring their input informs resident-facing communications activities.

Liaise with external contacts and internal partners to ensure all activities are brand-compliant, effective, evaluated and raise the profile and influence of Phoenix.

In collaboration with colleagues, monitor, research, evaluate and report on the effectiveness of internal and external communications, making appropriate recommendations and improvements.

Be familiar with and act at all times in compliance with Phoenix's values, policies, procedures, standing orders and financial regulations.

Carry out other duties within the scope and spirit of the job, and in accordance with the level of the post, as required.

My health and safety obligations

In my role I have a duty of care under the Health and Safety at Work Act. This means I will be familiar with the relevant legislation and will work in a safe way. As a team member I will take responsibility for my own safety as well as my team's safety and work in collaboration with the Health and Safety Officer to minimise any potential risks.

My safeguarding obligations

As part of my wider duties and responsibilities I am required to promote and actively support Phoenix's responsibilities towards safeguarding. Safeguarding is about keeping people safe and protecting people from harm, neglect, abuse and injury. It is about creating safe places, being vigilant and doing something about any concerns I might have. It isn't just about the very old or the very young, it is about everyone who may be vulnerable.

This job description is not exhaustive and will be reviewed from time to time in consultation with my manager.

Person Specification

Section	Criteria
Experience, Knowledge, Understanding	<p>Experience of delivering communications in an agency or in-house team</p> <p>Development, delivery and evaluation of integrated communications projects</p> <p>Demonstrable ability to anticipate PR opportunities and to devise and deliver</p> <p>Proven track record of creating and sustaining confidence both internally and externally</p> <p>Proven track record of working external agencies and partners to achieve strategic outcomes</p> <p>Previous experience of successfully applying campaign management principles to the delivery of projects.</p> <p>Previous experience of effectively managing digital and social platforms—generating content, supporting contributors and enhancing usability.</p> <p>Demonstrated success in marketing communications and PR</p> <p>A sound knowledge of the marketing communications mix and digital and social media</p> <p>Experience of delivering targeted marketing campaigns to different audiences</p> <p>Ability to work well within a team and liaise effectively with stakeholders and staff</p> <p>A sound understanding of the organisational role of communications and communications best practice.</p>
Education and Qualifications	<p>Educated to degree level or equivalent. Related public relations, marketing or design qualification desirable.</p>
Skills	<p>Excellent written and oral communication skills.</p> <p>High level copy writing skills and a proven ability to write copy for different internal and external audiences.</p> <p>Good analytical and problem solving skills.</p> <p>Ability to work on own initiative and as a member of a team.</p> <p>Strong organisational and planning skills.</p>

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Section	Criteria
	<p>Managing own workload effectively to deadlines and targets.</p> <p>Effective communication/interpersonal skills with people at all levels, including ability to use tact, diplomacy and persuasiveness.</p> <p>Ability to represent Phoenix in a positive and professional manner.</p> <p>Ability to build and maintain business relationships.</p> <p>Proficient in Adobe InDesign, Photoshop and Illustrator</p> <p>Computer literate (Word, Excel, PowerPoint).</p>
Equality and Diversity	Demonstrate commitment to equality of opportunity in employment and service provision.
Phoenix Strengths	<p>Demonstrate commitment to the Phoenix Strengths:</p> <ol style="list-style-type: none">1. Community2. Customer3. Consideration4. Collaboration

*If you are a disabled person, but are unable to meet some of the job requirements specifically because of your disability, please address this in your application. If you meet all the other criteria you will be shortlisted and we will explore jointly with you if there are ways in which the job can be changed to enable you to meet requirements.

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I will demonstrate the Phoenix Strengths as a team member:

Strength	Definition
Relating (Community)	People strong in Relationships are driven by making a difference to the community. They successfully build and maintain relationships with a wide range of people, being socially adaptive, and draw on these partnerships to help achieve objectives.
Teaming (Community)	People strong in Teaming work as a collective to achieve results that serve the community. They are always focused on the collective organisation, putting shared interests ahead of their own, and pride themselves on taking ownership as a team.
Serving (Customer)	People strong in Serving focus on the customer and take personal responsibility for meeting their needs. They love to help others and are always motivated by giving customers and colleagues an amazing level of service.
Doing (Customer)	People strong in Doing serve the customer by making things happen. They take an idea and bring it to life in a way that is practical and cost effective. They are motivated by handling multiple priorities and make informed decisions quickly.
Leading (Consideration)	People strong in Leading demonstrate consideration for the greater good. They demonstrate leadership and always do the right thing to help others, regardless of their role. They are always aware of the impact they have on others around them.
Flexible (Consideration)	People strong in Flexible demonstrate consideration towards others by being adaptive and supportive whenever things change. They love to juggle different priorities and naturally adapt their plans to find the best solution.
Sharing (Collaboration)	People strong in Sharing demonstrate collaboration by proactively sharing knowledge across service areas and deliver customer focused solutions. They keep themselves up-to-date with important developments in their work and the housing industry.
Celebrating (Collaboration)	People strong in Celebrating increase collaboration through their positive focus. They always have an optimistic outlook, focus on solutions, and build on the strengths of people and projects.

Additional core strengths:

Make it Better	People strong in Make it Better always spot what isn't working and look for ways to make it better. They love taking responsibility to make things more efficient and always see things through to the end.
Solution Finder	People strong in Solution Finder enjoy solving problems no matter how complicated. They are very resilient and make sure that issues are fully resolved before moving on.