



Job Description Comms and Engagement Partner

Reports to

Director of Customer Experience

Job Purpose

Lead the design, delivery and evaluation of customer communication and engagement, including on our digital platforms, across the Association ensuring customers can engage, influence and be communicated with in an effective and meaningful way.

Values and Behaviours**Believe in better**

- Strive to make every experience exceptional
- Make every decision and action a responsible one; compliant, ethical, respectful and good for our planet
- Think commercially and compassionately to deliver exceptional value
- Strive for simple and be data led
- Make incremental improvements everyday, to set new standards we can all be proud of.

Here for each other

- Be kind, listen closely, trust and be trusted as we encourage and support each other to bring out our best
- Promote inclusivity, embrace diversity and recruit on fit first
- Welcome partnerships and collaborations so we might enjoy the benefits that new perspectives bring.

Love to learn

- Be curious to try, fail and learn by experimenting inside a safe space
- Commit to developing yourself and your skills and others along the way
- Take pride in contributing to the bigger picture, and help us to grow sustainably
- Take the lead. Be confident with your ideas, voice and actions.

Accountabilities

- Lead on the development and implementation of an effective Customer Engagement Strategy for customers and ensure associated actions are progressed.
- Act as principal advisor on customer communication and engagement and continually promote a culture of positive engagement throughout the Association.
- Responsibility for the production of Association wide customer communication including the newsletters and annual report and for setting standards in relation to customer communication and engagement across the Association.
- Lead the development and ongoing support of Scrutiny Panel and associated customer scrutiny groups, including recruitment and training, to enable them to carry out their role.
- Lead in the identification of suitable funding and partnership opportunities in conjunction with relevant agencies in relation to Customer Engagement.
- Lead on the creation of clear, accurate and engaging digital content and assets – including video and motion graphics – which is platform and channel specific across all of Trust’s digital platforms, including the website, iTrust, social media channels, and any other digital platforms.
- Scope, design and implement innovative omnichannel methods to maximise opportunities for full and effective for engagement for all customers.
- Lead on the identification of training and development needs for employees and customers to ensure effective delivery of the Strategy and related initiatives.
- Responsible for the development and ongoing support of the Customer Panel, including recruitment and training, to enable them to carry out their scrutiny activity.
- Responsible for working with the Director of Business Development & Digital and Leadership Team to manage and develop Trust’s corporate branding and ensure that brand guidelines are documented, shared and are being employed throughout the organisation, and that brand consistency is safeguarded across digital and physical environments.

- Collaborate with others across the business to commission, develop, schedule and produce accurate digital content, co-ordinating publishing and engagement across digital platforms and social media channels.
- Key role in engagement with customers in relation to growth opportunities.
- Produce reports for the Association's Board and others as required.
- Manage the Customer Engagement budget.
- Be an active and effective member of Customer Experience Team and wider organisation, working cross-functionally in a collaborative manner to deliver business goals, projects and priorities

Knowledge and Experience

- Degree level educated (or equivalent qualification/experience in digital content and customer communications and engagement) with a demonstrable commitment to continuing professional development
- Able to work with autonomy to deliver business priorities and manage workload within a dynamic operating environment
- Ability to scope, plan and lead projects with a consultative approach using an appropriate approach for the project and user group
- Understanding and operational delivery of customer engagement activities
- Understanding of relevant legislation relating to customer engagement
- Experience of delivering an excellent customer experience
- Experience of contributing to the performance of a successful team with a focus on delivery and continuous improvement
- Experience of creating effective communication content for customers – around customer experience, satisfaction, capturing suggestions and reporting performance.
- Working knowledge and experience of using social media platforms.
- Knowledge of CMS systems and digital platforms, website analytic tools (e.g. Adobe analytics, Google Tag Manager), SEO, analytics and search best practice.
- Working knowledge and experience of using of SharePoint, Microsoft Sway, Microsoft PowerPoint, Microsoft Lookbook and Adobe Cloud Creative.
- Experience of creating effective content for digital channels and digital marketing techniques – including video and motion graphic content.
- Desirable to have an understanding of agile leadership approaches and service design and system thinking methodologies.
- Good verbal, written, and interpersonal communication and influencing skills
- High levels of IT, digital and digital literacy, and an understanding of new ways of working
- Value data and be able to use it to provide evidence to inform better business decision making.
- Desirable to have a working knowledge of the Housing sector and understanding of the regulatory and governance landscape within a similar role.
- Carry out any other duties to meet the needs of the business.
- Full driving licence is essential.