



Job Description

Comms and Engagement Support Specialist

Reports to

CE Comms and Engagement Partner

Job Purpose

Support the delivery of best in class content user experiences across our digital platforms and social media channels, our customer engagement strategy and activities, safeguard our corporate brand and champion digital skills across the business.

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

- Act as SharePoint Administrator and a subject matter expert across the Business Development & Digital function, with shared responsibility for the delivery and continuous improvement of exceptional and customer-centric services to all users.
- Take responsibility for and present key KPI reporting and performance improvement within own area of responsibility, monitoring and reporting on a range of digital platform/channel analytics and KPIs.
- Support Comms and Engagement Partner to manage 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.
- Support access to suitable funding and partnership opportunities in conjunction with relevant agencies in relation to Customer Engagement.
- Actively support member of the Scrutiny Panel and associated customer scrutiny groups, including training, to enable them to carry out their role and produce communications.
- Actively support operational employees to enable them to ensure opportunities to participate are promoted within communities and effective participation is maximised.
- Responsible for co-ordinating and scheduling audience-focused content across our digital platforms and social media channels. Manage scheduling tools to ensure content is effective and timely, cross posting where relevant.
- Generate ideas and assist with research for digital platform and social media engagement projects.
- Manage the development, dynamic publishing via CMS system, SEO, and ongoing maintenance of Trust's website including monitoring and reporting on performance and usage analytics. Work with function/content owners to ensure all content is up to date and accurate.
- Manage the development and ongoing maintenance of iTrust including monitoring and reporting on performance and usage analytics. Work with function/content owners to ensure all content is up to date and accurate.
- Responsible for growing our social media engagement, and co-ordinating Trust's management, development and use of all social media platforms including monitoring and reporting on performance, content and analytics.

- Monitor and evaluate content across all digital platforms and channels, ensuring it's accurate and accessible, and monitoring activity and engagement.
- Responsible for the development of digital standards, digital platform and social media strategies, policies and guidelines.
- Co-ordinate permissions across the website, iTrust and social media to ensure users have the correct access and permissions.
- Develop and deliver training for all content/function owners across the website, iTrust and social media.
- Research and stay on the leading edge of developments in digital user-generated content, advising on best practice.
- Develop and maintain an easily accessible central library covering photography, images, icons and slide deck templates.
- Act as subject matter expert across Microsoft Sway, Microsoft PowerPoint, Microsoft Lookbook and Adobe Cloud Creative – and other programmes as required.
- Provide communication support in the case of 'crisis' situations and business continuity events.
- Support a range of digital, communications and engagement projects.
- Continuously experiment to explore improved ways for Trust to communicate with internal and external audiences via digital platforms and channels.
- Champion and promote digital skills, working with the HR & OD Team and Business Development & Digital Team to increase digital skills and literacy across our employees and customers.
- Support the planning and production of digital events.
- Responsible for the production and publication of corporate digital and printed publications as required – including the Performance Report and Annual Review/Accounts, and introduce digital innovation into our digital and existing printed publications.

Knowledge and Experience

- Degree level educated (or equivalent qualification/experience in digital content or brand role) with a demonstrable commitment to continuing professional development
- Able to work with limited support 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
- Experience of creating effective content for digital channels and digital marketing techniques – including video and motion graphic content.
- 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.
- Desirable to have an understanding of agile leadership approaches and service design and system thinking methodologies.
- Have a strong interest in the wider digital economy and the enabling impact of digital.
- Experience of contributing to the performance of a successful team with a focus on delivery and continuous improvement
- 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.