

Housing Ombudsman Service



**Communications
Manager**
Candidate information pack

The recruitment process

Enclosed within this document you will find:

- Overview of recruitment process
- Indicative timetable for the recruitment process
- The role profile for the Communications Manager - job profile and person specification
- Benefits

Our website www.housing-ombudsman.org.uk has details about what we do and how we do it.

The following corporate publications may be of interest and can be found under the Corporate Information menu, under Publications on our website:

- Business Plan 2022-23
- Corporate Plan 2022-25
- Annual Report and Accounts 2020-21

We hope that you decide to apply to this key role within our organisation.

Candidates who are short-listed will be asked to carry out a short-list interview with the Housing Ombudsman Service which will include delivering a presentation to the interview panel.

It is likely that these interviews will be conducted remotely (via MS Teams).

Indicative Timetable

Closing date for receipt of applications: 23.59 on Sunday 19th February 2023.

Note: Following unprecedented levels of interest in our vacancies, we reserve the right to close the role early.

Short-list interviews: week commencing 6th March 2023.

Throughout the process, we will advise you about the outcome of your application at the earliest opportunity.

Application Process

Our application process is anonymised. Submitting an application is a two stage process:

- 1) Stage 1 - create an account. This largely focuses on the information that you would include in your CV.
- 2) Stage 2 - upload and submit your supporting statement.

Please note that once you have submitted your application for a specific role, the application for that role cannot then be changed. Any changes you make to your account will be reflected in any subsequent application you choose to make.

If you have any questions, please contact Jonathan McIntyre, Managing Director of CJA Group, our advising consultant on 020 7588 5407 or via jmm@cjagroup.com.

Job Description

Position:	Communications Manager
Working pattern:	Permanent
Hours:	35
Location:	Home-based
Accountable to:	Head of Communications and Stakeholder Engagement

Overall purpose of the role

The Housing Ombudsman Service is changing. The service is growing, with a range of new powers allowing it to undertake systemic investigations for the first time and expand its work to promote positive change in the housing sector. This role is part of the new Quality, Engagement and Development function within the Service. The post holder will support the Head of Communications and Stakeholder Engagement and manage a small team of officers to support successful delivery of the communications and stakeholder engagement strategy, against key aspects of our corporate plan 2022-25.

The post holder will manage the implementation of a comprehensive and innovative communications strategy and plan that encompasses internal and external requirements in promoting the brand, reputation and work of the HOS; enables an effective customer experience; engenders employee engagement; and supports the strategic objectives and organisational goals. The post holder will provide internal and external communications support across the organisation, leading on media relations, digital and internal communications.

Main Accountabilities

- Manage a diverse and multi-functional team to raise awareness of our service amongst residents and landlords, build their understanding and trust in what we do and increase its accessibility.
- Develop and deliver the internal communications strategy, providing effective two-way communication and engagement with staff. Support the development of HOS employer brand to potential employees.
- Take overall ownership for the development and delivery of HOS digital presence, including website, social media, internal channels and platforms for customers and residents, ensure effective channel management to engage audiences in our mission and support our campaigns.
- Support communications and campaign planning, delivery and evaluation to deliver maximum impact for HOS work.
- Manage the media relations function, providing an effective service to journalists, preparing content and quality assuring the work of officers. Provide advice on media handling and deal with reputational risk.
- Prepare speeches and speaking notes for events where senior members of staff are speaking. Managing officers to produce these as needed and commissioning supporting content from other teams.
- Work closely with communications officers to foster flexible, multi-disciplinary working and allocate resources.
- Deputise for the Head of as required.
- Undertake other responsibilities commensurate with the role.

Person Specification

Qualifications

- Degree level or management and leadership development qualification or evidenced experience.

Knowledge and Experience

Essential

- A track record of leading, managing and motivating professional teams.
- Professional communications experience at a managerial level in an organisation with a high public profile and a track record of advising at the most senior level.
- Extensive experience of working with the media in a high profile, national organisation including an up to date knowledge of social media and the way it can work alongside traditional media.
- Proven ability to develop and deliver high quality and innovative strategic communication campaigns and powerful storytelling communications internally and externally across a range of channels with a track record in evaluation to ensure efficient and effective use of resources.
- Proven ability to translate complex and sensitive information and communicating it effectively and appropriately to a range of audiences.
- Experience of managing change and achieving results.
- Understanding of the wider social, political and economic environment and their impact on the issues, implications and challenges facing public sector organisations.
- Experience in business planning, quality assurance and risk management.
- Budget management.
- Good resilience and proven experience of working well under pressure.

Knowledge and Experience

Desirable

- Comprehensive understanding of government and the wider public service arena including its political decision making processes.
- Understanding of the role of the Ombudsman.
- Knowledge of housing law and policy.
- Understanding of the regulatory environment.

Skills and Abilities

Essential

- Communicate articulately and confidently with a wide range of people.
- Write clearly and concisely for senior audiences.
- Motivate and lead others.
- Inspire trust and confidence.
- Influence and persuade others.
- Ability to work in a context of change and ambiguity.
- Strong IT skills including use of Microsoft Office applications.

Additional Requirements

Willingness to work flexibly within the team to ensure high quality, effective and efficient services are delivered.

To comply with the Housing Ombudsman Equal Opportunities policies.

To comply with the Housing Ombudsman Health & Safety policies.

To comply with the Housing Ombudsman IT policies and procedures.

This role profile is not exclusive or exhaustive. It is intended as an outline indication of the areas of responsibility and may be amended in light of the changing needs of the organisation.

Benefits

Rewarding career, rewarding benefits

In addition to a basic salary of £56,031.18 per annum, you will also receive a benefits package including:

- Local Government Pension Scheme – opportunity to join the Local Government Defined Benefit Pension Scheme.
- Healthy Work/Life Balance – 35 hour working week, flexi-time scheme, working from home opportunities.
- Generous Annual Leave – Minimum of 27 days holiday, rising after four years of continuous service plus eight statutory bank holidays and three, paid Christmas closure days.
- Commitment to health and wellbeing – free yearly health check-up, employee assistance programme, access to CSSC Sports and Leisure website, discounts on days out, restaurants and high street shopping, contribution towards eye-tests and glasses.
- Season ticket loan – Interest free public transport ticket loan.
- Commitment to ongoing development - Payment of professional memberships fees. Regular training workshops.



"I joined the service because I relish the opportunity to make a difference every day"

Richard Blakeway
The Housing Ombudsman

