

# Housing

Ombudsman Service



**Senior Communications and Engagement Officer**  
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 Senior Communications and Engagement Officer - job profile and person specification
- Benefits

Our website [www.housing-ombudsman.org.uk](http://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 2021-22

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. It is likely that short-listed candidates will be asked to write a press release or prepare a briefing as part of the short-list assessment.

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

### Indicative Timetable

Closing date for receipt of applications: 23.59 on Wednesday 28th June 2023.

**Please note:** Following unprecedented interest in our vacancies, we reserve the right to bring forward the closing date (close it early). The role will be closed to new applications immediately if / when we receive 150 applications or at the stated closing date – whichever occurs first. Applications after the role has closed cannot be accepted. We therefore strongly recommend applying as soon as possible.

**Short-list Interviews and Assessment:** we anticipate short-list interviews will take place from 10th July.

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:

Stage 1 - create an account. This largely focuses on the information that you would include in your CV.

Stage 2 - upload and submit your supporting statement.

Please note that once you have submitted your application for a specific role, that 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](mailto:jmm@cjagroup.com).

# Job Description

**Position:** Senior Communications and Engagement Officer

**Working pattern:** Permanent

**Hours:** 35

**Location:** Home-based.

## Overall purpose of the role

To take an active role in contributing to the delivery of the Housing Ombudsman's communications and engagement strategy with a focus on the Ombudsman's external affairs activity, covering media, public affairs and stakeholder engagement.

## Main Accountabilities

- Work with the Communications Managers to support delivery of the communications and stakeholder engagement strategy and annual plan.
- Create and deliver integrated communications and stakeholder engagement activity to promote the Ombudsman's key messages and to support a range of projects across the service.
- Co-ordinate stakeholder engagement to support delivery of the Ombudsman's strategic objectives, including maintaining a stakeholder database, managing speaker requests and organising events. Organising outreach with elected representatives to promote awareness and understanding of the Ombudsman's role.
- Lead on developing and delivering proactive media activities to raise the profile of the Housing Ombudsman Service and to support its strategic objectives.
- Write engaging press releases and other material to promote the role and work of the Service.

### Main Accountabilities continued

- Respond to media enquiries in a timely and effective way, and produce media briefings/key lines on issues as needed.
- Build and maintain relationships with relevant media contacts to strengthen coverage of the service.
- Prepare communications, reports and policy briefings for internal and external audiences.
- Supporting engagement with our sponsor department including correspondence, parliamentary questions, enquiries and meetings.
- Analysis of legislation and monitor changes within the regulatory and housing environments.
- Relationship management with key stakeholders, including Members of Parliament, councillors, Regulators and Ombudsman.
- Monitor and review political and media interest in Ombudsman's reputation, profile, and policy priorities, identifying opportunities for to protect and enhance the Ombudsman's reputation. Horizon scanning and key theme monitoring.
- Report on and evaluate the impact of communications activity.
- Support the development of content and management of Ombudsman's digital channels, in line with strategic objectives, including the website and social media channels.
- Work collaboratively with colleagues in the communications and engagement team across all communications channels and activities, including contributing to planning the team's activities.
- Manage and support other projects and activities as directed.



# Person Specification

## **Qualifications** (*desirable*)

- Degree level or equivalent
- Evidence of continuing professional development
- Membership of an appropriate professional body

## **Knowledge and Experience**

### *Essential*

- Working in a communications role, including media relations, public affairs or stakeholder engagement
- Producing high-quality briefings in different formats for internal and external stakeholders
- Developing and implementing successful communications/external affairs campaigns
- Experience of managing and communicating with a range of stakeholders.
- Providing advice and guidance on media and public affairs issues
- The ability to provide accurate, concise and easy to understand briefings on complex subjects
- Knowledge of legislation and Government institutions

### *Desirable*

- Knowledge of the policy environment and political context influencing the Ombudsman's work
- Knowledge of housing policies
- Project Management
- Use of social media platforms
- Website management including content management systems

## Skills and Abilities

### *Essential*

- Strong written and verbal communication skills, tailoring messages effectively across a variety of communications channels and different audiences
- Good news sense and ability to effectively manage media interest in the Ombudsman's service, sensitively and maintaining confidentiality as required
- Translate complex information into press and other communications material
- Calm, proactive approach with the ability to adapt and prioritise effectively while undertaking multiple activities
- Excellent verbal and written communication skills
- Strong interpersonal and negotiation skills
- Excellent attention to detail, and the ability to work accurately to meet tight deadlines
- Ability to build excellent working relationships with key stakeholders, both internal and external
- Ability to build evidence-based arguments

## Additional Requirements

### *Essential*

- 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 £47,619.31 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 and flexi-time scheme.
- Generous Annual Leave – Minimum of 25 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 – cycle to work scheme, free yearly health check-up, employee assistance programme, access to CSSC Sports and Leisure website, discounts on days out, restaurants and high street shopping (coming soon), contribution towards eye-tests and glasses.
- 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

