

JOB DESCRIPTION

JOB TITLE:	Content and Communications Lead
DEPARTMENT:	Customer and Marketing team
REPORTS TO:	Deputy Director of Customer and Marketing
LOCATION:	Hybrid working – Housemark office, Coventry and home working

Note: This post will have flexible working arrangements and should be comfortable with home working at least three days a week. This post will involve travel throughout the UK and the post holder will from time to time be required to stay away from home for short periods.

MAIN PURPOSE OF POST

Purpose of the role:

As the Content Lead, you will work with colleagues across the business, external stakeholders, and customers to create, edit and develop compelling copy, communications, and content, relating to our products, service, and customer experience.

You will also have the creativity and vision to prepare compelling content, bringing customer stories to life, in a way that evidences tangible outcomes and results to support the growth of our flagship product Photobook and a range of key Housemark products and services.

Working within the marketing and communications team, your engaging, multi-channel content will feed into our campaign plan and will be used across a range of channels. Your outputs will include articles, blogs, and press releases – as well as copy for sales and promotional mailers and newsletters. You will also work closely with the Research team to support the delivery of analysis reports and sector-specific publications that not only promote and position the new Housemark brand, but also provide interesting and valuable insights that support the needs of our customers.

Main duties

- Write, edit and support others to write blogs and articles for the communications programme, as well as external multi-channel publications in order to support brand and product awareness, brand positioning, new sales / business and influence the sector through thought leadership pieces.
- Support the Marketing and Communications Manager in the delivery of marketing and campaign plans by developing compelling content that considers audience, consistent messaging and clearly communicates our products, services, and aims of our company – suitable for use across a range of channels – with particular focus on digital and web.
- Edit, proof-read, and format documents and presentations to support the delivery of an impressive series of research and insight publications – working with the Research team to ensure policy nuances and wider sector trends are addressed.

- Lead the Photobook content plan and interview customers to write and approve case studies and testimonials to promote the actionable insights and tangible improvements customers have made from working with Housemark's Photobook.
- Collate and create copy for customer-facing mailings and newsletters ensuring consistent tone of voice and style that reflects our brand character and appeals to the target audience.
- Collate and edit internal briefing documents relating to our products and proposition to ensure consistent understanding of the features, benefits, audience, price point and more that allows colleagues the confidence to speak with authority on what we do and the services we provide.
- Champion excellent spelling, punctuation, and grammar across the business.
- Provide proof-reading services to the organisation to ensure accurate, professional and an excellent standard of written output.
- Working closely within the Marketing and Communications team to support the publication of content across channels.

Corporate responsibilities

- Comply with the company's health and safety policy and procedures and to take reasonable care, to the best of their individual knowledge and ability, to avoid injury to themselves and to others by acts or omissions in their work.
- Undertake any other duties that are consistent with Housemark's expectations for this level of post.

Profile and experience

- A strong content writer and copywriter
- Proven experience of excellent relationship management and customer focus skills with both internal and external parties, building partnership relationships.
- Experience of managing multiple stakeholders successfully, efficiently, and diplomatically
- Happy to work in a company with an agile working structure, happy to problem solve and use their own initiative
- A great team player who likes to get involved with a variety of projects and develop relationships with key stakeholders
- Enthusiastic and optimistic about the benefit of data and insight to the housing sector
- Experience of multi-channel content creation

Post holder signature:

Date:

CONTENT AND COMMUNICATIONS LEAD

PERSON SPECIFICATION

QUALIFICATIONS

• Educated to degree (or equivalent) level	Desirable
• An appropriate professional qualification	Desirable
• Current valid driving licence	Essential

EXPERIENCE

• A proven track record of content and copy writing for multiple channels.	Essential
• Excellent writing skills. It is also expected that the post-holder will have excellent grammar, punctuation and accuracy.	Essential
• A proven ability to contribute and support the development of communications strategies.	Essential
• A good understanding of digital media and wider digital trends	Desirable
• Experience of writing, for, pitching to and managing press and media to achieve positive coverage	Essential
• Strong appreciation of technology and new media across a variety of platforms	Desirable
• Excellent communication and influencing skills at all levels	Essential
• Ability to assimilate the policy agenda and priorities of the sector	Desirable
• Ability to work both as individual and within a team	Essential
• Well-developed time management skills. The ability to prioritise tasks and plan own workloads to ensure deadlines are met.	Essential
• Flexibility, resilience and a positive approach to change	Essential

COMPETENCIES / capabilities

RELATING TO OTHERS

Persuasive Oral Communication	Expresses ideas or facts in a clear, succinct, and persuasive manner. Participates actively and convincingly in conversations, without dominating and by accurately synthesizing others' contributions. Uses active listening skills for the benefit of others, rather than listening simply to extract information or to confirm own ideas.
Written Communication	Ability to express ideas clearly in writing, with good grammar, spelling, and punctuation, to a level where documents do not require editing or review by another.
Flexibility	Ability to modify own behaviour and adopt a different style or approach in order to reach a goal, manage change, embrace diversity, and resolve conflict.

DELIVERING RESULTS

Personal Organisation for the Team	Efficiently establishes an appropriate course of action for self within the larger context of working within the team. Jointly clarifies the purpose with others and works towards accomplishing goals, even when the team is working on something of no direct personal interest.
Driving Success	States opinions, seizes opportunities and pursues goals, makes timely decisions, acts ethically, demonstrates accountability for outcomes, and increases overall efficiency and effectiveness.