


Hanover (Scotland) Housing Hanover Ltd

JOB DESCRIPTION		
Position:	Communications Manager	
Department:	Governance & Transformation (Temp)	
Reports to:	Head of Governance & Transformation (Temp)	
Band:	E	

Purpose of Job

The Communications & Marketing Manager is responsible for ensuring the effective delivery of a Communications & Marketing function for Hanover. This function is an integral component for supporting the business transformation of our organisation. This includes the key functions of:

- Develop in collaboration with the Executive Leadership Team (ELT) and Senior Management Team (SMT) a Communications Plan, covering both internal and external communications to support the delivery of the Hanover Strategy & Business plan
- Lead on the delivery of an Annual Action Plan to ensure key objectives are delivered
- Be an effective member of SMT, working collaboratively to continuously develop the Hanover Brand, ensuring all Hanover services are promoted and publicised to an optimum level
- Leading and Managing the Communications Team to ensure they delivery value for money for the organisation

Main Duties and Responsibilities

1. External Communications

- 1.1 Working with all teams across Hanover, develop, implement and manage an external Communications Plan for Hanover.
- 1.2 Ensure a streamlined and planned approach to communications for customers using a multi-channel approach that meets the needs of our customer demographics now and in the future.
- 1.3 Procure and manage the contract to engage a specialist Public Relations organisation to support the management of our reputation, deal with complex communication requirements and maximise our influence on key national policy issues.
- 1.4 Support the delivery of the digital transformation within Hanover as a key member of SMT and the Digital Transformation Group.
- 1.5 Continually review, develop and improve awareness of Hanover's services through a strong and effective online presence to provide customers with the information they need to easily access our services.

- 1.6 Develop and improve advertising that Hanover undertakes. Employ where appropriate new, innovative, media opportunities for advertising, particularly in relation to the promotion of vacant properties and the attraction of new employees.
- 1.7 Support the Board and Executive Team to consider, prepare and promote key messages about Hanover or in response to national issues as required.
- 1.8 To establish, maintain and develop good relationships with the press and media and to respond appropriately to press enquiries to maintain Hanover's reputation for excellent services.

2. Internal Communications

- 2.1 Working with all teams across Hanover, develop, implement and manage an internal Communications Plan for Hanover that meets the needs of our wide range of employees.
- 2.2 Working closely with the HR & OD Team, plan and deliver an internal communication and engagement plan that is streamlined, accessible and reflects our overall ambition as an organisation using a multi-channel approach.
- 2.3 Working with the ICT Team, jointly lead on the project to develop an improved intranet platform (HUB) for employees, and work with all necessary teams to populate and train staff. Implement a plan for continual monitoring, reviewing and updating of this platform.
- 2.4 Work with the Governance & Transformation Team to ensure communication with and from the Board is effective and supports a high-quality employee experience for all of our people.

3. Marketing & Brand Management

- 3.1 Ensure the brand and corporate style guide for Hanover is relevant, widely used and applicable to all communication platforms for Hanover.
- 3.2 Develop & implement a suite of templates and guides for documents such as letterhead, word documents, PowerPoint Presentations, surveys and Microsoft Forms which reflect the Hanover Brand.
- 3.3 Manage the design and production of all Hanover publications and documentation. Work with external partners and suppliers as necessary to maintain our brand.
- 3.4 Develop and maintain a digital image and archive library for Hanover.

4. Film & Photograph Production

- 4.1 Oversee the production of film content for Hanover to use in both External and Internal Communications. This will include planning and storyboarding, filming and editing, ensuring all relevant permissions are sought.
- 4.2 Co-ordinate the production & saving of photographs for communications across Hanover, including procurement of external photography as well as editing internal images.

5. Events

- 5.1 Work with Teams across Hanover to lead and co-ordinate events, virtual and face-to-face – such as Customer and Staff Conferences, anniversaries, Development events (such as sod-cutting and openings), Annual and Special General Meetings.
- 5.2 Coordinate the activities of the Hanover's employees attending exhibitions and conferences as exhibitors and delegate and contribute to the evaluation of the success of such events relative to their purpose. To retain a calendar of regular conferences and exhibitions and to schedule staff attendance at these events.

6. Information Management

- 6.1 To coordinate our response to any Freedom of Information (FOI) Requests, Subject Access Requests (SARs) and Environmental Information Regulations (EIR) Requests. Work with all teams to ensure we are compliant with regulations as set out by the Scottish Information Commissioner's office (SICO) and that we respond to requests in a professional and timely manner.
- 6.2 Supported by the Head of Governance and Transformation, provide guidance and support to Hanover employees about any FOI/SAR/EIR issues.

7. Team Management

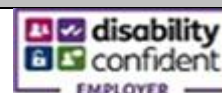
- 7.1 Lead and manage the Communications Team and deal with all aspects of employee management (in liaison with HR) including learning & development, absence, grievance and disciplinary matters.
- 7.2 Ensure the Communications Team have the relevant support including the setting of targets, monthly 121 meetings and regular team meetings.

8. Other duties

- 8.1 Manage the Communications & Marketing Budget and liaise regularly with the Finance Team to ensure accurate forecasting and reporting.
- 8.2 Any such other duties as appropriate to the post and as discussed and agreed with the Head of Governance & Transformation.

Person Specification

Job Title: Communications Manager



As part of the Disability Symbol accreditation, the Hanover has made the commitment to interview all applicants with a disability who meet minimum essential criteria for the post.

Criteria	Essential/Desirable
1. Skills/Abilities/Knowledge This section specifies the skills, abilities and knowledge the post holder must have to perform satisfactorily.	
Evidence of successfully developing & promoting brand management	Essential
Evidence of successfully developing and implementing communications plans & timelines (external & internal)	Essential
Evidence of business skills (budgeting, forecasting etc)	Essential
Knowledge of emerging communication channels & technologies	Desirable
An understanding of the public sector environment	Desirable
Knowledge of the Housing, Care and Telecare sectors	Desirable
Expert IT skills in MS Teams, Word, Outlook	Essential
Intermediate IT skills in packages such as In Design / Adobe Pro and Film Editing	Desirable
Excellent writing and editing skills	Essential

2. Experience This section specifies the level and quality of experience required.	
2-3 years management experience of a communication service	Essential
Relevant voluntary sector or similar experience	Desirable
Experience of working with political stakeholders	Essential
Experience of working with the media	Essential
Experience of good collaborative working	Essential
Experience of data management processes including FOI, SAR, EIR	Desirable

3. Education/Qualifications Degrees or diplomas obtained abroad are acceptable if they are of equivalent standard to UK qualifications.	
Degree or relevant qualification	Desirable
Possession of a current, full, preferably clean driving licence	Desirable

4. Other This section specifies other factors which may be necessary.	
A commitment to providing excellent customer service	Essential
An understanding of the needs to work with integrity and confidentiality	Essential

5. Equal Opportunities Hanover is working actively to promote equality of opportunity both in its employment practices and in the delivery of its services. It is essential that the postholder is willing to work in accordance with and has an empathy with existing policies and codes of practice.	Essential
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