

## JOB DESCRIPTON & PERSON SPECIFICATION

### Communications and Engagement Officer

**Location:** ISHA, 102 Blackstock Road, Finsbury Park, N4 2DR

**Reports to:** Communications Manager

**Direct reports:** n/a

**Team:** Communications Team

**Directorate:** Culture, Communications and Involvement

#### JOB SUMMARY:

To support the Communications and Engagement functions to provide clear and engaging internal and external communications and receive feedback with our core audiences. These are our staff, residents and all other stakeholders. To support, organise and promote events to further ISHAs strategic aims and to enhance brand identity.

#### PRINCIPAL RESPONSIBILITIES:

- 1. Strategy and planning:** Contribute to the communications and engagement strategies and plans and campaigns and carry out duties to support the delivery of objectives.
- 2. Content creation:** Write, edit, commission and publish content for various channels, such as reports, press releases, website copy, newsletters, video and photography.
- 3. Media relations:** Build and maintain relationships with journalists, supporting ISHA responses to media enquiries.
- 4. Digital communication:** Contribute to the social media presence, create any digital content, and ensure it aligns with brand identity.
- 5. Events:** Support the Involvement Lead in the delivery of resident events. Leading on creating engaging and tailored staff and corporate events coordinating their delivery.
- 6. Monitoring and evaluation:** Track media coverage, monitor public and media feedback and analyse the impact of campaigns.
- 7. Relationship management:** Build and maintain relationships with staff, residents and stakeholders, supporting requests that further the mission of ISHA.
- 8. Any other duties:** Contribute to the filing structure, record keeping and compiling of mailing data. Manage expense reports, PO raising and receipting etc. as needed. Any other tasks as required considered reasonable in line with the aims of ISHA.

**ESSENTIALS:** In addition to the principal accountabilities of the role, there are several significant elements that we deem them essential for every role at ISHA:

9. To ensure you comply with ISHA's procedures for promoting and safeguarding the welfare of children and vulnerable adults appropriate to your role.
10. To comply with ISHA's EDI Policy in every aspect of your work and positively promote the principles of these policies amongst colleagues, residents, and other members of the community.
11. To comply with ISHA's Health and Safety Policy, Data Protection Policy and to protect your own and others' health, safety, and welfare.
12. To work flexibly as required by the needs of the team or directorate and carry out any other reasonable duties as required.
13. To lead by example and demonstrate ISHA's values of passionate commitment to customers, Pride in Team ISHA, Respect for Everyone, Trusted to make the difference, in your work, behaviour and in your professional relationships with colleagues, partners, and residents.

PERSON SPECIFICATION		Essential	Desirable
<b>Right to work in the UK</b>			
1.	Proof of eligibility to currently work in the UK.	✓	
<b>Education and Qualifications</b>			
2.	Good general education with excellent literacy and numeracy skills.	✓	
3.	A degree or relevant professional qualification.		✓
<b>Experience</b>			
4.	Substantial experience in a relevant field, eg communications, journalism, media, marketing.	✓	
5.	Experience using website platforms (eg Umbraco), social media platforms, desktop publishing software, (eg Adobe etc).		✓
6.	Experience of working in the housing sector.		✓
7.	Planning and project managing long running campaigns.	✓	
8.	Experience of planning and delivering events.	✓	
<b>Knowledge &amp; Skills</b>			
9.	Excellent interpersonal and emotional intelligence skills.	✓	
10.	Excellent organisation and prioritisation skills with the ability to multi-task.	✓	
11.	Highly developed communication skills, including the ability to share complex information with others (individuals and groups).	✓	
12.	Demonstrable writing skills.	✓	
13.	Excellent organisational and project/time management skills with the ability to manage a busy workload with competing deadlines.	✓	
14.	A high level of proficiency using Microsoft Office.	✓	
15.	Creative thinker able to develop original solutions.	✓	
16.	Experience of both internal and external communications.		✓
17.	Highly organised, adaptable, with a keen eye for detail.	✓	
18.	An understanding of the role of communications as a pro-active strategic partner within a small organisation.		✓
19.	<b>Values</b> Able to always demonstrate and evidence ISHA's values: <ul style="list-style-type: none"> <li>• Pride in team ISHA</li> <li>• Passionate commitment to customers</li> <li>• Trusted to make the difference</li> </ul> Respect for everyone	✓	