

JOB DESCRIPTION



JOB TITLE: Communications Officer

REPORTS TO: External Affairs Manager

RESPONSIBLE FOR: N/A

At Accent, we believe that everyone should have access to an affordable, sustainable, and safe home, and our work across the country aims to do just that.

We're a national organisation, but with a community focus. We were formed in 1966 and have grown in the time since, and now provide homes and services to 40,000 customers.

We understand the impact our work can have in creating better places for people to live by providing well-designed housing, which is in short supply, and building sustainable communities where people choose to live. We are proud of our Homes England Strategic Partnership, which allows us to build even more homes in areas of housing need.

But we are not just about building new homes. We invest in our existing homes to make sure they offer our customers the very best in living standards by adapting to meet new ideas, environmental changes, new regulations for safety and security and modern technology to make them a home for life, in every way our customers need them to be.

Caring for our customers also means caring for their environment. With our ambitious energy-efficient development plans which includes building all our new build homes on land-led sites to an EPC A rating, and our retrofitting projects which are modernising our current homes; we are putting sustainability at the fore so that we can drive value for customers now and in the future.

As anchor institutions in the communities where we work, it's important we leverage partnerships and seek opportunities for customers that provide the foundations for better living. We build relationships which accelerate and advance our work to ensure customers are supported if they need it and can be happy living in their homes.

Our new operating model puts our colleagues in the heart of our communities. We are committed to building strong relationships with our customers and we work alongside them to co-curate the services we deliver.

We never stop evolving – we are ambitious and driven and understand that great performance is a product of an inclusive and supportive environment, where colleagues can thrive and achieve their best. With a new people strategy set to launch and a new corporate strategy in development, which will set out our commitments from 2024-2027, it's an exciting time to join Accent.

We are excited about our future and if you are too, we'd love to hear from you.



Role Purpose:

As our Communications Officer, you'll proactively work with colleagues across #TeamAccent to craft compelling narratives which inform, educate and engage stakeholders. Through collaboration, you'll bring our customers' experiences to life and help us shift to an authentic customer-led approach in our communications.

You will seek out stories which promote Accent's vision, social purpose and strategic priorities. The rich content created will feed the delivery of the communications and public affairs strategy. You'll also act as an editor for the team for critical publications.

The successful candidate will display excellent interpersonal skills, including diplomacy and the ability to inspire the confidence of colleagues and customers.

This is an exciting opportunity for someone looking for a rewarding role that will make a real difference to our customers and colleagues.

As the Communications Officer you will be responsible for:

- Developing, writing, and editing compelling content for a variety of communication outputs and audiences including, but not limited to media releases, blogs, customer newsletters, website stories, case studies, award entries, intranet and corporate publications.
- Collaborating across the communications, marketing and public affairs teams to plan and deliver messaging and campaigns that align with our strategic goals.
- Working with regional housing teams to ensure they can craft powerful messages to our customers in line with our tone of voice and support them to achieve the best possible standard.
- Support the development of and delivery of annual communication content calendars working across the business to formulate engaging narratives which appeal to our range of stakeholders.
- Support with the implementation of a comprehensive social media content strategy, that aligns with our brand and relates to our customers.
- Fostering strong relationships with customers, partners, and stakeholders to gather stories and testimonials that highlight the impact of our work for use across a range of platforms.
- Track and analyse content performance metrics, providing insights and recommendations for improvement.
- Ensuring all content produced is aligned to our brand and tone of voice.
- Ensuring content is signed off appropriately to protect us from risk and misrepresentation.
- Producing creative copy which has a strong, authentic tone of voice recognisable as 'Accent' and aligned to our values and vision as an organisation.

The must haves:

- Experienced copywriter with an eye for detail and the ability to work creatively under pressure in a fast-paced environment
- Proactively seek out success stories to amplify our social purpose and promote our achievements, outcomes and contribution to the communities where we work
- Ability to create high quality content for all stakeholders and across the full channel mix including case studies, storytelling pieces, newsletters and news stories for the website
- Experience of working on large-scale sentiment and behaviour change campaigns to write compelling content
- Demonstrable and faultless copy writing skillset with proof-reading experience



- Strong interpersonal and stakeholder skills with the ability to work effectively with different groups, both internal and external
- Organised self-starter, with the ability to prioritise workloads and work both independently and as part of a dynamic team

We all have our part to play.

- We're committed to our vision and demonstrate behaviours which are in line with our core values.
- We ensure that all aspects of our work are delivered with a customer focus to all internal and external users in line with our internal/external service offer.
- We uphold our commitment to inclusion, equality and diversity.
- We're aware of our personal responsibilities regarding health and safety and ensure that our Health & Safety policies are adhered to in all aspects of our work.
- We treat all data with respect, ensuring we only use it for the correct purpose and is handled safely and securely.
- We promote and achieve Value for Money (VfM) within our areas and across the organisation.

This job description is intended to give the post holder an appreciation of the role envisaged and the range of duties and responsibilities to be undertaken. It does not attempt to detail every activity. Specific tasks and objectives will be agreed with the post holder at regular intervals. The post holder will be required at all times to perform any other reasonable task, as requested by the Line Manager in order to meet the operational needs of the business.

Signed: _____

Name: _____

Date: _____

We'll expect you to be part of the team and deliver your service in line with our values and behaviours.



Our Values



Our Behaviours

