

## **JOB DESCRIPTION**

<b>JOB TITLE:</b>	Policy & Communications Manager
<b>RESPONSIBLE TO:</b>	CEO
<b>RESPONSIBLE FOR:</b>	Communications Assistant (Fixed term Contract currently to 31 <sup>st</sup> May 2019)
<b>TYPE OF CONTRACT:</b>	Full-time permanent
<b>LOCATION</b>	Blackfriars Road, Southwark, London SE1
<b>SALARY:</b>	£35,000 per annum

### **JOB CONTEXT:**

Commonweal Housing is an action learning charity using housing with support services as demonstration models to redress social injustice. We provide the bespoke housing for our projects. Since 2007 we have allocated approaching £10million for such projects and currently have a portfolio of more than 40 homes which are used by specialist frontline service organisations such as charities and housing associations who use the homes we provide to deliver innovative pilot models.

We work with our specialist partners to define, provide and evaluate services. When the methodologies have been proven, we encourage others to replicate the projects throughout the UK as well as lobbying to change public policy to eradicate injustices.

We test them, we evaluate them, we capture the learning and we then promote what is successful to encourage and facilitate others to replicate them elsewhere. We also honestly share things that do not work and the learning we gain from them to help shape the future thinking of others. Further details about Commonweal can be found on our website: [www.commonwealhousing.org.uk](http://www.commonwealhousing.org.uk)

### **JOB SUMMARY:**

*To put comms in to action!*

Working with other colleagues, notably the Chief Executive and Project Development Manager(s) to lead the charity's activity on communications, relationship management and stakeholder engagement.

To lead on the design and implementation of Commonweal Housing's communications, particularly promoting and increasing external awareness of our growing range of positive project findings and aligning our PR to public policy research initiatives. This role will lead for the organisation on developing and delivering our strategy to achieve *purposeful communications*.

To provide day to day line management, oversight and support to the Communications Assistant in accordance with Commonweal's requirements, policies and procedures.

## **MAIN DUTIES AND RESPONSIBILITIES:**

### **Project Promotion and Replication of Projects, Models and their Learning**

(Initially the Peer Landlord project but in future any other project or projects as required to further the aims of the Charity)

- To oversee the pilot project partners ensuring ongoing testing of the model, data collection and analysis.
- To further develop the model and to deliver the replication strategy for the Peer Landlord model to achieve replication targets and / or expectations of the Board
- In conjunction with the CEO and Project Development Manager to engage in networking and being involved in wider discussions around housing and homelessness, keeping abreast of emerging issues and maintaining the awareness of Peer Landlord as part of the solution to key policy and decision makers.
- Maintain up to date knowledge and awareness of the growing social investment market and the opportunity this offers for the replication of the Peer Landlord model
- Lead on aspects of project management tasks for the replication of Peer Landlord, including but not exclusively attendance at meetings, representing the Charity as instructed, research, note taking, liaison with current and potential project partners etc.

### **Policy & Stakeholder Engagement**

- Leading on policy and research across the range of social injustice areas of interest to the Charity and advising on how to shape policy, achieve replication or take up of learning from Commonweal supported projects
- Shaping and delivering campaign messages to best achieve results and achieve impact in the prevailing external policy environment.
- Identifying opportunities for policy action in advance; producing targeted policy / research / knowledge materials that will help drive change in the sector etc
- Work with sector experts and project delivery partners to raise the profile of the social injustices Commonweal seeks to combat, adding a supporting voice to ongoing wider sector campaigns
- Build a good understanding of the public policy environment and its current and potential implications for the charity, including an overview of relevant activity in the UK Parliament (including relevant All Party Parliamentary Groups), local government and commissioning structures.

### **Communications**

- Working with the Chief Executive, Commonweal colleagues, project partners and project evaluators to identify key learning and the key policy messages from each project.
- Liaise internally with Commonweal colleagues and external Commonweal project and evaluation partners to identify and generate stories, news and communications material.
- To take the lead on planning and management events organised by the charity such as receptions, seminars, round table meetings and / or other events designed to promote the work of Commonweal.
- Growing the reputation / brand / awareness of Commonweal in the sector in order to have more impact / leverage on policy decisions. Help develop the charity's reputation amongst stakeholders.

### **Marketing and social media**

- Coordinating and ensuring implementation of all aspects of Commonweal Housing's communications activity to include oversight of website and Twitter account(s).
- Oversee the Comms Assistant to ensure they are appropriately leading on communications and content creation, commissioning and distribution to achieve the strategic and policy goals of the organisation.
- Briefing and managing external suppliers to provide material and services needed for the successful delivery of Commonweal's communications activity.

### **Line Management**

- To provide line management to the Communications Assistant in accordance with Commonweal's policies and procedures.

### **Administration**

- Preparations of papers for and attendance and participation at regular Trustee Board meetings to ensure Commonweal's Trustees are appropriately aware of the key issues in these work areas.
- With colleagues, ensuring that Commonweal is producing project reports that weigh up and make easily accessible feedback and the learning from our projects, etc. Analysis of project strengths and weaknesses in order to understand and communicate policy implications.
- Ensuring all other Commonweal team members are kept involved and updated on communications and external affairs activity and are clearly tasked and briefed in terms of their role and activity in support of communications.
- Oversee the Comms Assistant and ensure they manage and develop Commonweal's contact database including building relationships with key identified media contacts.

### **Other**

1. Represent and promote the image of the charity at both internal and external events and maintain a good working relationship with suppliers, service users, external stakeholders and other charities.
2. Promote Equal Opportunities, particularly with regard to service delivery, decision making processes and working practices.
3. Undertake all duties in accordance with Commonweal's policies and procedures.
4. Carry out any appropriate duties as directed by the Chief Executive.

### **CHANGES:**

*This is a description of the job as it is presently constituted. It is the practice of Commonweal Housing to examine job descriptions from time to time and to update it to ensure it relates to the job as then being performed, or to incorporate whatever changes are being proposed. This will be conducted in consultation with you.*

*This job description is supported by annual objectives and performance standards to provide an indication of the level of performance expected from the role.*