

Communications Executive for The Housing Forum

Objective of the role

The Housing Forum is seeking a full/part time Communications Executive to develop communications for our members, share of members' news with the wider housing sector and promote The Housing Forum and its activities to the wider world. We are looking for a self-starter with a keen interest in housing policy and the housing and construction sectors who can help build our profile and raise the profile of housing in the wider policy agenda.

Salary and workplace

Salary £35-£45k. We would be open to applications for full time or part time work on a 60%+ fte basis, with some flexibility required over days. Higher remuneration may be negotiated for an individual with proven report writing skills and/or for a part-time post.

The role is based in our offices at Minster Court, Mincing Lane, London, EC3R 7AA and the postholder will work in the office as required and may work remotely at other times. In practice most staff are in the office around 2 days a week.

About The Housing Forum

The Housing Forum works with 150 organisations in membership that reflect the full housing supply chain - housing associations and financial institutions commissioning new homes and reinvesting in existing homes - consultants, designers, manufacturers, constructors, developers and local authorities who form a network representing a combined turnover of some £24bn. The Housing Forum has a team of six staff currently, supported by a voluntary Board who together run a series of workshops, conferences and best practice events for our member organisations and the wider housing sector. Through our policy and public affairs work we also seek to influence housing policy to help promote A Quality Home for All.

The Communications Executive

The Communications Executive reports to the Director of Policy and Public Affairs, but also works closely with the Membership Manager around member recruitment and communications.

Key Responsibilities

Regular tasks

- Maintain our social media profile (mainly LinkedIn and Twitter) by interacting with members, sharing news and highlighting our own activities. (daily)
- Collate news items from our member organisations and use them to create short news items on our website, see <https://housingforum.org.uk/news> (weekly)
- Prepare and circulate our monthly members' newsletter. This includes liaising with others in the staff team who contribute elements (monthly)
- Appraise communications' reach using performance indicators (eg view rates, share rates, etc) and produce quarterly reports on these for our board (quarterly)

Ad hoc tasks

- Draft press releases for upcoming events and publications
- Write event summaries, reports and case studies for publication
- Update our website. Training will be provided and technical support is available as required.
- Provide support to working groups – preparing agendas, arranging meetings, etc.

Wider strategic tasks

- Maintain and develop our image library for use in publications and online and our repository of past publications
- Work with our Membership Manager to create marketing materials to attract new members
- Support our Director of Policy and Public Affairs by keeping up to date with housing policy and drafting policy-related communications such as blogs, presentations or news items.
- Manage the existing media partnership with Housing Today
- Develop strong relationships with the media and journalists
- Identify opportunities for new approaches to communications about The Housing Forum, its membership and the wider housing sector

As a small team, there will also be opportunities and requirements to help out across all of our activities, for instance helping to run events and engaging with members.

Person profile

Experience, skills and competencies

- Experience in communications within a membership organisation or professional body
- Knowledge of and interest in housing, property and/or construction sectors
- Excellent written and oral communication
- Confidence and experience with social media platforms
- Data management and analysis – such as analysing data, creating charts and analysing the performance of our communication
- Creative design and presentation skills
- Confidence with Microsoft365 including SharePoint and PowerPoint
- Experience with different IT platforms and a proven ability to learn new platforms (such as HubSpot, Word Press and In Design)
- A flexible approach to work in order to be a team player in this small staff team

Qualifications

Educated to first degree level or equivalent experience

Terms

A NEST pension scheme with a company contribution of 8% is provided, and the option of a Salary Sacrifice scheme. Annual leave is 25 days plus statutory bank holidays plus three office closure days during the Christmas/New Year break.



Applications

Please send a CV and covering letter by Tuesday 1 August to

demi.sharp@housingforum.org.uk. The covering letter should set out how you meet the requirements for this role, and how you would develop the Communications Executive role for The Housing Forum, and should be more than one page. Interviews are planned for the 7 August. For an informal chat about the role, please contact Anna Clarke on 07442 405513.

In line with The Housing Forum's EDI policy, all qualified applicants will receive consideration for employment without regard to race, colour, religion, gender, gender identity or expression, sexual orientation, national origin, disability or age. The Housing Forum has made six commitments in its EDI policy, including that our board reflect the wider population and is committed to diversity in events, The Futures Network and to showcase examples of good practice in diversity.