



**WESSEX
COMMUNITY
ASSETS**

Wessex Community Housing Hub Community Housing Communications Manager

Contract Brief

Role

Wessex Community Housing Hub is managed by Wessex Community Assets (WCA). WCA is part of the Wessex Reinvestment Trust group which was established as a Community Development Finance Institution in 2004 by social entrepreneurs in Somerset, Dorset and Devon. WCA provides start-to-finish support for community-led housing projects, and is generally recognised as one of the leading programmes of community-led housing projects in England.

Wessex Community Housing Hub is working to develop a wider register of technical advisors capable of providing support to self-build, co-op, co-housing and stand-alone community land trust projects. We are currently developing our service so that we can advise on and support not-for-profit, democratic housing models that are affordable in perpetuity and self-managed for the benefit of the community. We are interested in how concepts such as co-housing, co-operatives and empty property refurbishment can combine with innovations such as non-permanent housing in converted containers for people in crisis, modern off-site construction and developments in renewable energy generation.

Wessex Community Housing Hub is seeking a Community Housing Communications Manager to coordinate events, promote the hub's services and engage with key partner agencies. The successful candidate will assist in increasing awareness of community-led housing while creating a more supportive environment for everyone involved in the sector. This is an exciting opportunity to be involved in the ongoing development and expansion of Wessex Community Housing Hub.

Position Details

Title	Community Housing Communications Manager
Status	Self-employed
Contracted to	Wessex Community Housing Hub
Lead organisation	Wessex Community Assets
Operational Area	Somerset and Dorset
Hours of Work	Daytime and evenings as necessary
Days/week	Part-time, flexible depending on candidate
Contract value	Up to £35,000, depending on experience
Contract Duration	To 31 st March 2021
Location	Home based with regular travel throughout Dorset and Somerset for meetings (use of own transport required)

Key Responsibilities

- Organising and marketing promotional events and meetings;
- Managing the Wessex Community Housing Hub web portal;
- Managing Wessex Community Housing Hub social media activity;
- Curating, reviewing and redesigning the Wessex Community Housing Hub newsletter;
- Identifying new avenues and methods of communication for Wessex Community Housing Hub, alongside improving existing engagement;
- Reviewing Wessex Community Hub's social media and web portal analytics to maximise engagement while maintaining best practice;
- Creating a comprehensive multi-channel communications strategy to increase engagement and promote Wessex Community Housing Hub;
- Developing and managing production of print-based communications
- Identifying new opportunities to increase engagement and involvement with new and existing partners;
- Meeting with Local Authorities' senior officers and cabinet members to promote community-led housing and encourage development of supportive policies;
- Meeting with housing associations' senior officers and board members to promote the financial and reputational benefits of partnering with community-led housing schemes;

Person Specification - Selection Criteria

Attributes	Relevant Criteria	Identification Method	Essential/Desirable
Skills & Abilities	<ul style="list-style-type: none"> Excellent interpersonal, verbal and written communication skills 	P/I	E
	<ul style="list-style-type: none"> Good administrative, IT and organisational skills 	A/I	E
	<ul style="list-style-type: none"> Ability to write in a clear and engaging style, adapting to suit different audiences and platforms 	I	E
	<ul style="list-style-type: none"> Ability to be self-directed and take ownership of Wessex Community Housing Hub's communication strategy 	R/I	E
	<ul style="list-style-type: none"> Ability to organise and market promotional events 	A/I	E
	<ul style="list-style-type: none"> Ability to work with colleagues in an adaptable and co-operative manner 	R/I	E
	<ul style="list-style-type: none"> Ability to think creatively and identify new avenues and methods of communication for Wessex Community Housing Hub, alongside improving existing engagement 	P/I	E
	<ul style="list-style-type: none"> Ability to create and curate engaging and unique content 	P/I	E
	<ul style="list-style-type: none"> Ability to gain the trust and confidence of community groups and Local Authorities 	R/I	E
	<ul style="list-style-type: none"> A personal interest in Wessex Community Housing Hub's vision, mission and values 	A/I	D
General & Specialist Knowledge	<ul style="list-style-type: none"> Use of data and analytics to inform decision-making processes on communication strategies 	A/I	E
	<ul style="list-style-type: none"> Website content management, development and production 	A/I	E
	<ul style="list-style-type: none"> Methods of increasing engagement for organisation 	A/I	E
	<ul style="list-style-type: none"> Experience in design and IT packages (e.g. Adobe Photoshop and InDesign) 	A/I	E
	<ul style="list-style-type: none"> Development and management of marketing activity in multiple digital channels, linking to offline work and events 	A/I	E
	<ul style="list-style-type: none"> Overseeing and project managing digital product creation processes 	A/I	E
	<ul style="list-style-type: none"> Delivering audience communications including segmentation and targeting, creative execution and promotional content 	A/I	E
Education & Training	<ul style="list-style-type: none"> Relevant degree e.g. communication, media studies, business studies or equivalent experience 	C/R	D
Relevant Experience	<ul style="list-style-type: none"> Extensive demonstrable experience of communication and events organising 	A/I	E
	<ul style="list-style-type: none"> Experience of reporting to executive teams or boards 	A/I	E
Special Requirements	<ul style="list-style-type: none"> Experience and a working knowledge of community housing 	A/I	D

Key	Identification Method
A	Application Form
I	Interview
C	Copy of Certificates
P	Presentation
R	Reference

