



## JOB DESCRIPTION

<b>JOB TITLE:</b>	Policy & Communications Manager
<b>RESPONSIBLE TO:</b>	CEO
<b>RESPONSIBLE FOR:</b>	Communications Officer
<b>TYPE OF CONTRACT:</b>	Full-time permanent (part-time option may be considered no less than 0.8FTE)
<b>LOCATION</b>	New Broad Street, Liverpool Street, London EC2M 1NH
<b>SALARY:</b>	£40,000 per annum (FTE)

### **BACKGROUND:**

Commonweal Housing is pleased to announce an exciting opportunity to join our impactful team. Working at the heart of an exciting and unique housing charity, the role of Policy & Communications Manager is an excellent opportunity for someone keen to use their communications skills and housing sector interest to help turn our innovative thinking into long term practice and demonstrable change.

### **JOB CONTEXT:**

Commonweal Housing is an action learning charity using housing to combat social injustice. We provide the space for partner organisations to investigate and test bespoke housing for people facing different social injustices. Since 2007 we have allocated over £12 million for such projects and currently have a portfolio of around 40 homes which are used by our partners to deliver innovative pilot models.

Whilst investigating and testing new ideas is central to our mission, we believe that sharing knowledge and replicating projects is a fundamental measure of our success.

The role of Policy & Communications Manager at Commonweal Housing is to share the learning from our projects. From inception through to evaluation, each project produces learning about how best to support people through housing. The Policy & Communications Manager is at the forefront of making sure this learning is seen and understood by the right people and has the impact we aim for.

Using a range of communications tactics, the Policy & Communications Manager will help to spread the word about our projects and our purpose in order to influence practice and policy. Managing a Communications Officer, the post-holder will be able to spot opportunities and communicate our work in a creative and engaging way to ensure that we not only test housing solutions to social injustice, but embed them and that our communications has impact and changes policy

Building upon a range of comms platforms and innovations such as podcasts, specially commissioned anthologies and reports, webinars and traditional press releases and social media you can be imaginative, bold and ambitious about how we can achieve our 2025 ambition:

***‘By 2025 Commonweal will be widely viewed as a ‘go to’ organisation for innovative and deliverable housing-based solutions to social injustice – at the forefront of imaginative thinking.’***

Final Updated Aug 2024



## **JOB SUMMARY:**

Working with colleagues, notably the Chief Executive, Deputy CEO and Senior Programmes Manager, the Policy & Communications Manager will lead on Commonweal Housing's communications and policy influencing.

## **MAIN DUTIES AND RESPONSIBILITIES:**

### **Communications**

- Oversee all communications channels, including but not limited to media and press, content writing, branding, website and social channels, events, newsletters, reports and briefings
- Effectively line manage the Communications Officer in accordance with Commonweal's policies and procedures supporting their personal and career development
- Work with colleagues and external partners to identify key project learning messages and opportunities for policy influencing
- Maintain a continued output of communications content to highlight our work, partnerships and charitable goals effectively
- Take the lead on planning and management events organised by the charity such as receptions, seminars, round table meetings and / or other events
- Grow the reputation of Commonweal in the sector to ensure impact on policy decisions
- Brief and manage external suppliers such as printers and designers to support the delivery of communications activity
- Track and evaluate communications performance to achieve continual improvement and to keep key internal stakeholders (namely Trustees and staff) up to date on progress via internal briefings and board papers
- Develop relevant key media contacts to highlight and profile Commonweal's work effectively

### **Policy & Influencing**

- Identify and develop opportunities for influencing policy across a broad spectrum of social injustices
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- Working with and advising the Commonweal Executive Team to establish positive links with Parliamentarians, civil servants and others to ensure our communications and policy messages are heard and understood in the right places.
- Work with colleagues and external partners to ensure project reports are accessible, meaningful and impactful within the policy arena



- Work with sector experts and project delivery partners to raise the profile of social injustices identified by our projects to support existing or developing campaigns
- Maintain an up to date and coherent map of stakeholders and opportunities for influence from Commonweal's work and learning
- Work with the CEO, DCEO and Senior Programme Manager to horizon scan for future opportunities for Commonweal and/or partners and projects
- Be Commonweal's key point of contact with the University of Birmingham for whom we sponsor a third-year student bursary for the School of Social Policy – engaging with the student bursary awardees and presenting annually to second year students about the bursary opportunity
- Maintain up to date knowledge and awareness of the growing social investment market and the opportunity this offers for the replication of Commonweal supported projects

### **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.*