**Role Profile**

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| **Job title:** Business Improvement Officer (Communications and Engagement) |
| **Department:** Business Services |
| **Reports to:** Business Improvement Manager (Communications and Engagement) |
| **Grade:** 5 |
| **Staff responsibility:** None |

**Organisational Structure**

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| Head of Business Improvement |

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| Business Improvement Manager |

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| Business Improvement Officer (Comms and Engagement) |

**Job Purpose**

**Marketing and Communications**
To ensure that the Association has effective internal and external communications processes which maintain coherence inside the organisation and raise the profile of the organisation externally in ways that project a consistent brand.

**Customer Engagement**
To encourage and facilitate the involvement of tenants and residents in the management of the housing service, policy decisions and service delivery. To promote, develop and support tenant participation structures.

**Business Improvement**
To take a systematic approach to help the organisation optimise its resources and underlying processes to achieve better results for customers, staff and other stakeholders.

**Key Accountabilities**

**Customer Involvement**
To promote the opportunities for and benefits of tenant participation to Cairn’s tenants, other customers and staff. To identify and develop initiatives that enable tenants and customers to exert meaningful influence on Cairn’s decision making processes, at whatever level they feel appropriate. To develop positive relationships with prospective participants in customer involvement and support and train engaged tenants to develop their role.

**Customer Panel**
Ensure the Customer Panel is supported to build their capacity to scrutinise services and exert meaningful influence on Cairn’s decision-making processes. To provide the Customer Panel with administrative and practical support and providing a first point of contact between Panel members and the Association.

**Event Planning**
To organise and facilitate Cairn events, such as the tenants’ conferences, and ensure the programme is relevant and engaging. To manage the administration of events, including selecting venues, arranging transport, catering and accommodation.

**Marketing**
To seek out opportunities to publicise Cairn’s achievements, services and activities. Ensure the Cairn brand is consistently applied.

**Communications**
Management of CHAT and website content and delivery of corporate messages through social media, with responsibility for the periodic review of the Social Media Policy. Responding to media enquiries.

**Publications**
To collate, edit, design (or liaise with designers) and arrange the printing and distribution of all relevant Cairn publications including newsletters, annual reports, tenants’ handbook and information leaflets.

**Satisfaction Surveying**
Design and delivery of satisfaction survey programme and systems, including the distribution of surveys and the collection, promotion, analysis and reporting of the results from annual customer satisfaction survey, service specific surveys and employee surveys.

**Clearview Customer Engagement**
Management of record keeping and development of reports through the Clearview Customer Engagement Module.

**Budgets and Finance**
Responsible for monitoring relevant spend throughout the year. Responsible for reviewing relationships and costs with suppliers, and actively seek out better deals & services. Responsible for purchasing and processing invoices for the Communications and Engagement Team.

**Strategies**

Ensure relevant tasks within the action plans from the Marketing and Communications Strategy and Customer Involvement Strategy are implemented. Contribute to the review of strategies, action plans and budget setting.

**Other**

Any other duties as required, including administrative tasks for the Communications and Engagement Team.

**General duties**

* Maintaining awareness of and advising on legislative changes and best practice requirements and making recommendations for improvements to services within the Association
* Representing the Association in attendance at events, conference and meetings with tenants, owners and other service users, colleagues, external agencies and other stakeholders as appropriate
* Providing reports and briefings to and for the Business Improvement Manager and Head of Service as required
* Developing partnerships with other organisations
* Providing a high level of customer service when dealing with external customers
* Adhering to the Association’s Health and Safety Policy
* Carrying out any other reasonable tasks as required

**Person Specification**

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| **Education** |
| * Educated to HND level/other relevant qualification or three years relevant experience in a similar role
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| **Experience** |
| **Essential*** Excellent project management skills
* Experience of working to identify and develop projects independently
* Full and clean driving licence and car available for use at work
* Experience of working in partnership with other organisations, suppliers or other stakeholders
* Excellent communication skills, including:
* Ability to write in a variety of styles to appeal to different audiences
* Project a professional image consistent with the organisation’s brand and standards
* Ability to work with Officers and Managers across different functions of the

**Desirable*** Experience of dealing with the press and media
* Experience of presenting to a wide variety of stakeholders
* Experience and understanding of best practice in tenant participation
* Experience and understanding of best practice in marketing and communications across a range of platforms
* Relevant professional qualification

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| **Knowledge** |
| * Use of InDesign and other design software
* Knowledge of best practice in marketing and communications across a variety of platforms
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| **Skills and Abilities** |
| * High attention to detail and accuracy
* Common sense approach
* Confident, enthusiastic, flexible and adaptable. Committed to continuous Personal Development and will to identify and undertake training as required
* Organisational skills: ability to prioritise multiple workloads, work independently and to strict deadlines
* Highly developed and proficient IT skills and experience in the use of Microsoft Office packages, the web and social media.
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