Homes in Somerset

Phone: 0800 585 360
Email: jobs@homesinsomerset.org



Communications & Marketing Manager Recruitment Pack


















WESTOVER GREEN

Welcome to Homes in Somerset

Dear Applicant,

Thank you for your interest in working with us at Homes in Somerset. This is a great opportunity for an outstanding professional to join us at an exciting time.

Are you a creative and strategic communications professional with a passion for building strong relationships and engaging diverse audiences? As our Communications & Marketing Manager, you will lead the delivery of innovative internal and external communications that strengthen our brand, enhance our reputation and support our organisational goals. Working closely with senior leaders, colleagues, customers, partners and stakeholders, you will develop impactful campaigns, oversee media and crisis communications, drive customer-focused engagement, and ensure our messaging is compelling, consistent and effective across all channels. This is an exciting opportunity to shape how we connect with our communities while leading a talented team to deliver meaningful communication outcomes.

The successful candidate will be joining an organisation committed to colleague engagement, where every colleague is valued and heard. We can offer you excellent professional development, training, and support to enable you to achieve your full potential.

If this role excites you and you are keen to join a passionate team of people working for our customers and a leading Arm's Length Management Organisation (ALMO) then we look forward to hearing from you.

Within this pack are all the details about the role and the recruitment process and key dates. However, if you require any further information or would like to discuss the role, please contact us by emailing Jobs@homesinsomerset.org.

We look forward to receiving your application.
With best wishes,

Julia

Julia Paling
Head of People and Communications



About Homes in Somerset

We are an Arm's Length Management Organisation (ALMO) created in 2007. This means we are a wholly owned Council management company responsible for delivering housing management, maintenance and community services for more than 10,000 tenancies and leaseholders on behalf of Somerset Council who retain ownership of the homes.

We ensure good quality; safe homes are provided to the people who need them the most. We also manage current and future development programmes for new affordable homes across Somerset.

Just a few of our accolades include successive Investors in People Gold Award, Domestic Abuse Housing Alliance (DAHA) Gold Accreditation, and the Royal Society for the Prevention of Accidents, (RoSPA) Gold award and we have big plans as set out in recently launched five-year Corporate Strategy as illustrated below:

Our current strategy



Role Profile

Job Title: Communications & Marketing Manager

Contract Type: Full time, Permanent

Salary: £55,224 - £58,620 per annum

Annual Leave: 30 days Annual leave

Role Purpose

You will be responsible for managing and enabling the Communications and Marketing Team to deliver engaging and proactive internal and external communications as part of building effective relationships with our colleagues, customers, communities, partners, and stakeholders.

You will:

- Champion effective internal and external communications and support the organisation to deliver engaging and innovative comms
- Develop and deliver a coordinated and customer-focused Communications Strategy, ensuring all strategic objectives are successfully delivered to agreed time scales and budgets
- Effectively manage any reputational risk issues and crisis communications working closely with the Executive team, Board and the Head of People and Communications to ensure they are fully briefed for media enquiries of this nature
- Be a proactive Manager and support with the delivery of the organisation's corporate strategic objectives
- Ensure our brand message and positioning are strong and consistent across all channels and communications efforts, both internally and externally
- Planning, scripting and organising internal and external events
- Oversee the social media schedule, analysing the analytics and implementing change and identifying areas of growth
- Work closely with the People Team to create and deliver engaging internal communications and wellbeing campaigns across the organisation
- Working closely with the Heads of Service to manage stakeholder relations, implementing regular communications including an E-bulletin
- Manage and oversee the development of a new website, and ensure the content and functions remain fit-for-purpose for customers in the future
- Build and maintain excellent relationships both inside and outside the organisation.
- Work alongside the engagement teams to ensure customers are consulted on all external marketing and communications
- Develop, implement and be accountable for a range of performance indicators
- Identify, create and deliver high-quality communication campaigns on multiple platforms, supporting managers to deliver the goals and outcomes needed
- Develop and write high quality, impactful content for customers, including leaflets, social media posts, internal and external newsletters and web-based content

- Work collaboratively to identify, write and deliver appropriate press stories and ensure that positive press coverage is maximized
- Oversee and manage the website and Intranet in consultation with colleagues ensuring the content are in line with our brand

What you will bring:

- Excellent written and oral communication skills
- Professional or post graduate qualification (level 7) in journalism, marketing or communications
- High degree of creativity and visual skills
- Highly developed organisational skills
- Ability to articulate the importance and value in organisational brand
- Ability to work under pressure and deliver high-quality outcomes to tight deadlines
- Experience of supporting and mentoring others
- Experience of effective event and project management
- A proven track record of crisis management
- A flexible approach to the working week
- Well-developed interpersonal skills and you'll need to be a 'people' person!
- Experience of delivering major campaigns
- Relevant work experience is essential, as is experience of working productively with the UK Media; a solid external network would be an advantage
- Experience of working within the Third Sector would be an advantage

Knowledge, Skills and Experience

Skills & Competencies

- Review and manage contracts and Service Level Agreements relating to the Finance Manager's service area
- Comply with all Homes in Somerset policies, procedures and codes of conduct
- Manage finance service risks, identifying clear controls and implementing appropriate mitigation strategies

Equality, Diversity and Inclusion

- Embed equality, diversity and inclusion into all policies and procedures
- Promote equality among all colleagues and ensure that services are delivered in a non-discriminatory way that is inclusive of all disadvantaged groups

Additional Responsibilities

- Promote and represent Homes in Somerset positively by offering a customer's first service
- Drive a culture of continuous improvement, using data and customer feedback to identify areas for enhancement
- Lead on value-for-money initiatives to deliver cost-effective services without compromising quality
- Comply with all HiS policies, procedures and codes of conduct
- Promote health, safety and wellbeing for colleagues, customers and contractors
- Take responsibility for personal and professional development and undertake training in line with statutory requirements
- Undertake any other duties commensurate with the seniority of the role

Behaviours and Competencies

- A collaborative leadership style, with a track record of building trust and developing effective teams
- Strong commitment to customer outcomes, transparency and accountability
- Resilient and decisive, with the ability to manage competing priorities and resolve complex issues
- Highly organised, with strong attention to detail and a commitment to accuracy.
- Constructively challenging, while remaining pragmatic, supportive and solution focused
- Able to take ownership, exercise professional judgement and escalate significant matters appropriately
- Committed to continuous improvement, professional development and the effective use of technology
- Demonstrates integrity, impartiality and consistently high professional standards

Leading with IMPACT

To build a consistent leadership style that reinforces the aims of the organisation and ensures alignment with organisational values and purpose. Managers are expected to support agility and continuous improvement, and to build team and organisational capability in line with the Corporate Strategy.

- Be supportive of individuals' and teams' capabilities through the use of regular coaching, clear communication, recognition and personal development
- Build a culture of knowledge-sharing, reflection and learning with team members and across teams

Inspiring with Clarity and Impact

- Be transparent and create a culture of openness, honesty and trust
- Take responsibility for relationships across the business and role model the values and a culture of learning and self-improvement
- Foster a culture of collaboration, reflection, information-sharing and collaborative problem-solving by facilitating the recognition of signals and risks within the value chain

Managing Change and Building Resilience

- Facilitate a culture that actively embraces change, innovation and continual learning through the balanced use of information and new perspectives
- Encourage agility, speed and pragmatic thinking

Building High-Performing Teams and Encouraging Problem-Solving

- Bring together business systems, processes and priorities to engage team members towards a common vision or goal in support of the Corporate Strategy and strategic projects

What we offer



We want Homes in Somerset to be a great place to work, where colleagues are proud to work for the organisation. As well as working alongside some amazing colleagues to provide great services to our customers, we offer a range of benefits.

- We recognise the importance of a work life balance and our hybrid working policy allows you to adapt.
- Up to date, modern equipment provided whether working at home or in the office. We also offer a contribution towards the cost of a desk.
- Generous holiday allowance which rises with service.
- You'll be auto enrolled into the Local Government Pension Scheme where we will contribute 17.4% of your salary.
- We pay more than the statutory parental leave and work with you to balance work and life commitments.
- We offer a 24-hour helpline and access to welfare and lifestyle advice, including counselling. We have also supported colleagues to become Mental Health First Aiders.
- Great learning and development opportunities.
- We celebrate success linked to our values including HiS Heroes and long service.
- Access to discounts for sport, leisure, and entertainment activities.

Recruitment Timetable

Activity	Proposed Dates
Recruitment opens	Monday, 2 November 2026
Closing date	Sunday, 15 November 2026
Shortlisting	Monday, 16 November 2026
Formal interviews	Monday, 23 November 2026

How to Apply

To apply, please visit the vacancies section on our website. Click on the Menu button, and under the section 'Work with Us' you will find Vacancies, open this up, find the relevant vacancy and select the 'apply now' button to complete your application.

All appointments are subject to two satisfactory references, a DBS check and proof of your Right to Work in the UK. If required for the role, access to a vehicle is essential.

Our address should you need it is:

The People Team, Homes in Somerset, Bridgwater House, Kings Square, Bridgwater, TA6 3AR

The closing date for applications is **Sunday, 15 November 2026, at midnight.**

