

Head of Comms, PR and Brand

Salary	£46,670 (pro-rata)
Hours	17.5 hours per week (working pattern to be agreed)
Reporting to	Chief Executive
Holidays	25 days per annum plus Bank Holidays (pro-rata)
Location	Home-based
Last Updated	January 2024

About Longleigh

Longleigh is a grant-making foundation dedicated to supporting individuals and communities served by the social housing sector.

Established by leading housing provider, Stonewater, Longleigh Foundation was set up to support the residents, in both independent and supported housing and communities who had severe financial pressures that were then having a significant negative impact on many areas of their lives.

In addition to grants to individuals experiencing hardship, we have distributed more than £3.5m in grants to organisations to deliver projects and research. These grants have enabled thousands of people to access ongoing support to help with areas of life including financial, emotional and physical health and wellbeing. We have funded innovative projects such as a self-build housing project for armed forces veterans and for research that looked at how assistive technology can support independent living for people with long-term conditions, such as dementia.

We are a small but mighty, and values-driven organisation, and are fully committed to being compassionate, collaborative, agile, insightful and ethical, in all our actions, work and interactions.

Purpose of the role:

The Head of Comms, PR and Brand will build Longleigh Foundation's reach, reputation and profile and develop, lead and deliver the charity's communications activity.

Key duties and responsibilities

Role Specific

- To plan and deliver communications and engagement activity that resonates with new and existing audiences to support Longleigh Foundation's strategic aims, including:
 - Supporting the partnership with and increasing engagement from the staff teams working for, our principal donor.
 - Managing engagement with and growing financial support from individual donors.
 - Raising our profile within the housing sector to encourage potential new partnerships.
 - Raising awareness with social housing residents in need.

- To create a proactive media strategy, identifying opportunities for meaningful and impactful coverage, both working collaboratively with research project partners and internal teams, and building relationships with PR contacts to devise and deliver relevant content.
- To build a positive relationship with our principal donor and plan how we can communicate and collaborate to the benefit of both parties
- Work with colleagues to produce the charity's annual impact report, and use it to communicate key successes of the year with our audiences
- To successfully articulate Longleigh Foundation's purpose at all levels internally and externally
- To develop and manage the charity's brand identity and assets, and ensure consistency across all communications and collateral.
- To sensitively gather impactful and relevant casestudies in partnership with principal donor and internal teams.
- To ensure that all team members embody the brand when representing Longleigh Foundation with key audiences.
- To confidently use traditional, online and social media communication channels to implement plans that raise awareness of the work and value of Longleigh across identified audiences.
- To review, update and maintain website content (Longleigh uses wordpress)
- To lead on and embed Data Protection and associated policies, keeping information confidential and secure, in order to ensure beneficiary and stakeholder data is protected and handled appropriately in line with legislative requirements.
- Manage and deliver in line with the agreed communications budget.
- Play an active role in the leadership of the charity, contributing to monthly senior management team meetings, and to lead by example in the demonstration of Longleigh Foundation's social mission and values at all times.

General

- To attend regular 1-1 meetings and annual appraisal meeting with your line manager to support you in fulfilling your duties and responsibilities and in your ongoing professional development.
- To attend required meetings (internally and externally) that support the development of the Longleigh Foundation team, and its ways of working, and the development of relationships with key external stakeholders.
- To attend identified training that will support you in fulfilling your duties and responsibilities, in ensuring that Longleigh meets legal and/or best practice standards or support you in your professional development.
- To follow all Longleigh Foundation policies and procedures and terms of your contract of employment.
- To undertake any other reasonable duties that befits being part of a small team or supports the fulfilment of the main aims of the post.

Person Specification

Experience and knowledge

- Empathy and respect for the lived experiences of those social housing residents Longleigh Foundation supports.
- A deep understanding of the social housing sector and the charity/grant making sector.

- Experience in devising and delivering PR and communication strategy and plans, catering to a broad spectrum of audiences.
- Demonstrable experience in delivering PR and Communications with clear evidence of achieving results.
- Excellent written and verbal communication skills, able to devise copy for multiple audiences and channels.
- Experience in working with agencies, such as print, web hosting, and creatives, understanding briefs and managing delivery using external providers.
- Good understanding of SEO, and the ability to update CMS (Lingleigh uses wordpress)
- Experience in managing and delivering creatively to tight budgets.
- Proven ability to source and write impactful casestudies, with empathy and sensitivity.
- Able to manage multiple concurrent projects, while maintaining high quality outputs
- Established ability to collaborate on cross-functional projects while working remotely

Personal attributes

- An engaging, empathetic and confident communicator able to build rapport with a wide range of people, at all levels.
- An excellent influencer, able to excite and lead people with their ideas and vision
- Ability to be both strategic *and* willing to get 'stuck in' with delivery
- Values-driven, and committed to being compassionate, collaborative, agile, insightful and ethical, in all actions, work and interactions.