



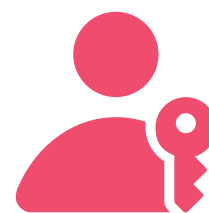
**Yorkshire
Housing**

Change Communications Specialist


May 2026




Key information about the role




Change Communications Specialist


 **Business area:**
Communications and Brand

 **Reports to:**
Internal and Change Communications Manager

 **Leader of others:**
No

 **Contract type:**
Agile Homeworking

 **Budget holder:**
No

 **Car Allowance:**
No

 **DBS check required:**
No

About the role

Role purpose

It's an exciting time at Yorkshire housing as we revolutionise our business including our technology and customer experience.

We're looking for an enthusiastic change communications specialist to join our brilliant communications and change teams. You'll be somebody who has a proven track record in leading with change communications and engagement for large scale change.

You'll be experienced in creating change communication campaigns across a variety of internal channels and be confident in advising project teams on the best approach for communications affecting other stakeholders such as customers and contractors.

Building relationships is your strength, and you bring a real passion for employee engagement and making complex information easy to understand. Your strong organisational skills help you juggle the demands of multiple-change projects, alongside

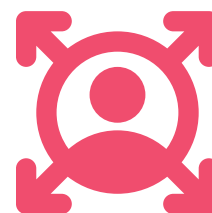
providing advice and support on change communications that affect a wide range of stakeholders, including colleagues, customers and contractors.

You'll bring experience in internal communications and delivering change communications, using your confident content creation and strong copywriting skills to produce engaging content, campaigns, and a great employee change experience that reflects the Yorkshire Housing brand. You'll also be an effective influencer, supporting leaders at colleague engagement events and helping them communicate with clarity and impact.

You'll be responsible for advising senior managers on the best approach to internal and change communications, working closely with the Change and Communications Teams to make sure messages are clear, timely, and aligned with our wider transformation work. You'll also help leaders communicate effectively with their teams, giving them the guidance and tools they need to keep colleagues informed, engaged, and supported through change.

You could be from any sector, but someone who would like to work in a not-for-profit business that has a strong social purpose.

Here's some of the things you'll be doing



We're Yorkshire by name and by nature. And we make it possible for people to have a place they're proud to call home, whether that's to rent or to buy. It's our people that make that happen, and here's how you'll be supporting:

Key responsibilities:

Planning and strategy

- Support with the planning and delivery of communications and colleague engagement for our change portfolio which includes technology, people, customer experience, processes and culture.
- Create and deliver communications and engagement plans for change programmes and projects.

Colleague engagement

- Use your understanding of internal communications to increase engagement, drive change and influence behaviour.
- Support and deliver face-to-face colleague events and presentations

- Make sure Yorkshire housing takes a ‘listening’ approach to colleague engagement.

Change communications

- Create engaging content for a range of different channels such as video, webinars, presentations, blogs, toolkits, events and leadership briefings.
- Use your understanding of internal communications and change to advise on the best communications approach.
- Tell stories in an engaging way to make complex things easy to understand and engaging for different audiences
- Lead the planning and delivery of change communications and engagement activities and events.
- Use insight and measurement to tailor and improve our approach.
- Work closely with project teams to ensure communications plans and actions are kept up to date.
- Work with the Internal Communications Manager to ensure change communications fit with the delivery of BAU internal communications.

Influencing and stakeholder management

- Be a trusted adviser to the senior leadership team and portfolio teams on change communications.
- Manage and build a strong network of key stakeholder relationships across Yorkshire Housing.
- Partner with the business to understand the different communication and engagement needs of varied colleague audiences, and external stakeholders
- Work flexibly to deliver what the business needs.



As you can imagine, the above might not be all you'll be responsible for in role so you might be asked to take on some other key responsibilities if they're suitable for your role.

So, what will you bring to the role?



The main things:

Planning and strategy

- Good knowledge of change communications and experience delivering strategies and plans.
- Experience of working within in a project environment.

Colleague engagement

- Strong track record in leading colleague engagement initiatives for large scale change
- Comfortable being out and about meeting colleagues and influencing on change.

Change communications

- Creative thinker with experience in delivering change communications, stakeholder engagement campaigns and measuring success
- Strong organisational skills and a track record of leading multiple communications projects
- A strong copywriter and content creator who can bring our change story to life.
- Knowledge of best practice for internal comms platforms, channels and technology
- Ability to advise on approaches for wider stakeholders

Influencing and stakeholder management

- Strong influencing skills and able to work with colleagues and stakeholders from a wide range of backgrounds.
- Confident communicator who can be a trusted senior advisor to the business.
- A good level of experience in a similar role.

It would be a bonus if you have:

- Experience in a similar internal communications, change or engagement role
- Degree or other internal comms or change qualification (eg CIPR/ IoIC)
- Member of a professional body (eg CIPR/ CIM/ IoIC or similar)

Our Yorkshire Housing values



What are they?

Our values describe what matters most to us, and what our colleagues should expect from each other. We're all expected to show how we support and live up to these values in our work.

Our colleagues are amazing

We want colleagues to feel free to be themselves, which means we all share responsibility for promoting a culture of equality, diversity and inclusion. We're also each accountable for our own health and safety by following our policies and completing any training needed for our roles. Our colleagues are amazing, and the diverse skills and abilities they bring to work every day are what make Yorkshire Housing such a special place to be. You spend a lot of your waking hours at work, so we're committed to giving you a workplace where you can truly be yourself, feel valued, and have opportunities to progress and develop.

Create trust



- Do the right thing, not the easy thing
- Be honest and open
- Do what you say.

Be curious



- Think differently
- Ask questions
- Keep learning.

Make it happen



- Own it
- Do it
- Be empowered

Achieve impact



- Do things that matter
- Deliver results
- Show pride and passion.

Have fun



- Enjoy work
- Be yourself
- Stay connected.

