**Yorkshire Housing Job description** 

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| **Job title:** | PR and Campaigns Specialist (Maternity) | **Leader of others:** | No |
| **Reports to:** | PR & Campaigns Lead | **Contract type:** | Agile- homeworking |
| **Business Area** | Communications & Brand | **Budget holder?** | No |

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| **Job purpose** |
| As a PR and Campaigns Specialist , you’ll help us grow, shape, and maintain our reputation and brand, and help us to become the UK’s best housing provider.  You’ll be a storyteller who’s able to write compelling press releases and blogs. You’ll also be confident liaising with journalists to help enhance and protect Yorkshire Housing’s reputation. |

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| **Key responsibilities** |

**Media and PR**

* Coordinate our response to press enquiries, working with colleagues to make sure we respond quickly to protect our reputation.
* Support the delivery of creative campaigns that raise Yorkshire Housing’s profile.
* Support the delivery of the business strategy by producing compelling written content.
* Suggest ways that we can improve our approach to public relations and work with the PR and Campaigns Lead to implement them.
* Stay up to date with the latest news or trends and look for opportunities to showcase the great work we do.
* Develop good relationships with journalists and influencers in the sector to build our reputation and pitch ideas to maximise coverage.
* Support with media and stakeholder events.
* Support Yorkshire Housing’s crisis media response as part of the Communications & Brand team

**Campaigns and Content**

* Take a creative approach to delivering campaigns with ideas on how to do things differently.
* Write compelling stories, press release and blogs and support with the creation of digital content for our website.
* Work with teams across the organisation to unearth case studies, real life stories and local insight that can be used to showcase the difference we make to people’s lives
* Work with our policy and insights team to create content that helps to put housing front and centre across the devolved regions of Yorkshire.

**Leadership**

* You should be able to work well with colleagues, customers, and stakeholders at all levels.
* You should be able to build trust and advise senior colleagues from across the business.
* You will have strong organisational skills and must be able to work to tight deadlines.
* You will use your initiative and suggest ideas for improving communications at Yorkshire Housing.

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| **What you’ll bring to the role** |
| **The main things:** |
| **Media and PR**   * Experience writing and delivering PR strategies and developing creative campaigns. * Experience handling press enquiries, securing media coverage and building positive relationships with journalists. * Understanding and experience of crisis management communications.   **Campaigns and Content**   * Experience delivering creative multi-channel campaigns and measuring success. * Experience in copywriting for different audiences and on behalf of senior leaders using different styles. * Experienced in creating digital content such as short video clips and social media posts. * Ability to unearth compelling stories and case studies.   **Leadership**   * You will have strong influencing skills and will be able to work with colleagues, customers and stakeholders from a wide range of backgrounds. * You will be resourceful and have creative approach to solving problems. * You will be a confident communicator able to advise the business on the best communications approach. * You will have excellent organisational skills and are able to work to tight deadlines. * You will take the initiative and suggest ideas for improving communications at Yorkshire Housing. * You will already have a good level of experience in a similar role. |
| **Our values:** |
| 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.  **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.  We want colleagues to feel free to be themselves - so we’re all responsible for making sure we promote a culture of equality, diversity, and inclusion. And, as you’d expect, we’re responsible for our own health and safety, following our policies and doing any training needed for our roles. |

Zx,mcm