

## JOB DESCRIPTION

<b>Job Title</b>	Communications Officer – Homes Team
<b>Reporting to:</b>	Deputy Director of Homes with a dotted line to the Media Manager
<b>Location</b>	Central London Offices and Hybrid working to be supported Expectation that your minimum office attendance will be 6 days per month. This is open to amendment in the future
<b>Hours</b>	37.5 hours / 5 days a week Flexible working arrangements are supported
<b>Salary Band/Grade</b>	Band 2 - £37,275
<b>Duration</b>	3 months with potential for extension

## Background Information

### About the Centre for Ageing Better

Everyone has the right to a good life as they get older and our whole society benefits when people are able to age well. But far too many people face huge barriers, and as a result are living in bad housing, dealing with poverty and poor health and made to feel invisible in their communities and society.

The Centre for Ageing Better is pioneering ways to make ageing better a reality for everyone. Its key areas of work include challenging ageism and building a nationwide Age-friendly Movement, creating Age-friendly Employment and Age-friendly Homes.

We are a charitable foundation, funded by The National Lottery Community Fund, and part of the government's What Works Network.

*We are striving to create an organisation that reflects our society and the communities we serve. A workplace where everyone feels empowered and where diversity of background and thought is celebrated. We know there is more work to be done and are committed to continuing to improve our practice around Equality, Diversity and Inclusion*

## Job Purpose

The Communications Officer will play an important role in delivering high-quality, impactful communications that support Ageing Better's Homes team. This role is key to enhancing the visibility, influence and effectiveness of our work by creating compelling content, managing stakeholder relationships, and coordinating communications and influencing activities across multiple platforms.

You will work across the homes and communications team to ensure the Homes Action Area has a strong, consistent voice and clear narrative. You will lead on the development and implementation of communications plans, support media engagement, and play a crucial role in event delivery and stakeholder engagement. The role also offers the opportunity to support public affairs activity.

### **Specific duties and responsibilities**

- Generate engaging and accessible content for the Homes Action Area across a range of platforms, including blogs, case studies, web content, newsletters and briefings.
- Lead on the collection and development of stories, as well as other content showcasing the importance of good quality and accessible homes for older people.
- Assist with the delivery of public affairs and influencing activity, working closely with Public Affairs colleagues.
- Support the planning and delivery of external events such as webinars, briefings and roundtables.
- Work with colleagues to plan and coordinate communications around key milestones, launches, campaigns and events.
- Coordinate general comms and engagement planning with project leads, including maintaining the CRM system.
- Support media engagement by working with media colleagues in the communications team to draft media statements, handle simple media queries, and pitch stories to journalists across print, broadcast and digital outlets.
- Support the development and implementation of the communications and influencing plan for the Homes Action Area and its projects
- Carry out coordination and administrative tasks including setting meetings, managing diaries, taking notes and tracking actions.
- Contribute to internal communications and planning meetings, including regular updates on progress and integration across teams.
- Work closely with the wider Communications team to align messaging and integrate activity across Ageing Better's work.

### **Act in line with Ageing Better's principles and values**

- Take personal responsibility for safeguarding and promoting the rights of older people
- Comply with our policies and procedures at all times, in particular, Data Protection
- Promote and support open and effective collaboration across Ageing Better
- Carry out all duties in a professional manner and in line with our values
- Undertake any other roles or responsibilities that may be reasonably required.

## Person specification

Criteria	Essential	Desirable	How identified & assessed
<b>Knowledge / Skills</b>			
Ability to produce outputs which are clear, concise and compelling writing for busy audiences	✓		Application and test
Excellent verbal communication skills and experience dealing with a wide range of people	✓		Application and interview
Ability to absorb information quickly - by finding and reviewing a range of sources and picking out and communicating the key points	✓		Application and interview
Ability to independently manage and organise events such as webinars and small in person events	✓		Application and interview
Excellent copywriting, editing and proofreading skills	✓		Application
Ability to tell great stories and communicate complex information in a way that is easy to understand.	✓		Application
Ability to work collaboratively with colleagues across teams to ensure cohesive communication efforts that support AB objectives	✓		Application and interview
<b>Experience</b>			
Experience of juggling multiple priorities simultaneously, and working to tight deadlines	✓		Application and interview
Collaborative approach and ability to build effective relationships with a wide range of people	✓		Application and interview
Managing stakeholders through the use of CRM		✓	Application and interview
Experience of working in or with a busy communications team	✓		Application and interview
Knowledge of the key policy issues related to an ageing population and/or housing quality		✓	Application and interview
<b>Personal qualities</b>			
Strong interpersonal skills, an effective team player and the ability to work collaboratively with peers	✓		Interview
Highly organised and takes a planned approach to work	✓		Interview
A demonstrable commitment to Equality, Diversity and Inclusion (ED&I), and a willingness to learn about and engage in these issues on an ongoing basis	✓		Application and Interview