



Communications Business Partner

Applicant Information Pack



We build homes, create communities and transform lives

Alternative formats

If you require this document in an alternative format, such as large print or a white or coloured background, please contact our Communications team.



unitedwelsh.com/contact



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About Us

United Welsh is an award-winning not-for-profit organisation providing homes and related services in South Wales. We are passionate about building homes, creating communities and transforming lives.

We look after over **6,700 homes** for people across **11 local authority areas**, and our services help thousands more in our communities.

Helping people to live happily and in good health is important to us, and we are proud to have been named fifth best landlord in the UK.

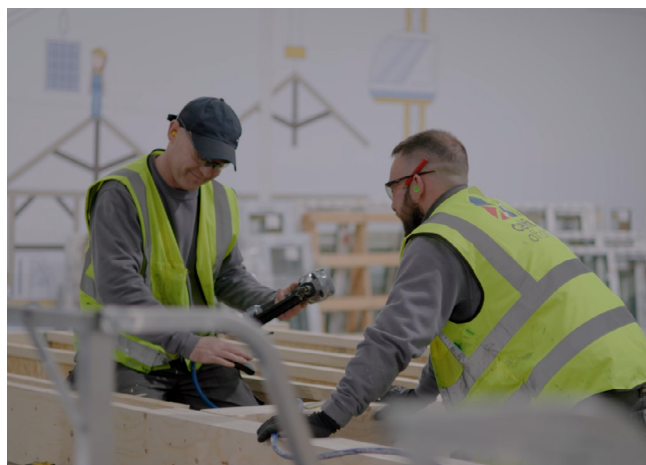
We have a new building programme that is worth around **£55m** each year and in the next five years, we intend to build **1,300 more homes**.

We are ambitious about how we can help people to live their best lives, working with a range of partners including local and national government and the NHS to give people choice; tackling poverty, improving wellbeing and playing our part in ending homelessness.

The Group includes our repairs and maintenance service Celtic Horizons; timber frame home manufacturer Celtic Offsite and Harmoni Homes Ltd, which builds affordable homes and homes for sale.

With over **400 employees** and a turnover of over **£40m**, we are an ambitious organisation with a strong sense of social purpose.

Life at United Welsh centres around our culture. We live by our values which connect us and inspire us, guiding our strategies as well as the decisions we make day to day.



Group structure

United Welsh

**Celtic Horizons
Ltd**

**Harmoni
Homes Ltd**

Developing homes for
United Welsh

**Celtic
Horizons**

Asset
Management

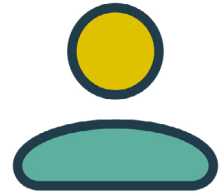
**Celtic
Offsite**

Timber frame
factory

The Celtic Horizons asset management service for United Welsh is delivered in partnership with Mears Ltd



Job Profile



Communications Business Partner

Reporting to

Head of Communications

Team:

- Head of Communications (line manages the following posts)
- Communications Business Partner
- Communications Officer x2

Broad purpose of the post

A brand-new role within our busy multi-disciplined communications team, the Communications Business Partner will be essential in helping us to deliver a first-class communications service in the years ahead.

You will create and implement communication campaigns that build trust in our services and enthuse our customers and key stakeholders to work with us, managing both external and internal communication activities.

As a trusted advisor, you will guide colleagues to use the most effective ways to share information with their target audiences, while taking a proactive approach to mitigating risk to protect the reputation of our organisation.

A natural team player and storyteller, you will support the communications team to provide a great service every day, as well as delivering our longer-term, strategic plans.

- Permanent, full time
- £44,000 per annum
- Closes 14th May 2025
- Interviews 28th/ 29th May 2025

Key Accountabilities



- Help shape and deliver the organisation's communications strategy, identifying and implementing ways to improve how we share information to the wider organisation, our customers, stakeholders and partners
- Plan and lead the implementation of data-led promotional and behaviour change campaigns for the United Welsh Group brands and audiences
- Plan and implement a calendar of communications activities, managing time and working to tight deadlines to create informed, engaging content for various audiences and media
- Act as communications lead for designated projects, acting as communications advisor for work such as internal business transformation projects, or work created by regulatory changes within the sector
- Oversee United Welsh's websites and social media profiles to ensure content is regularly updated, engaging and factually correct
- Collaborate with the Executive Team, Senior Leadership Team and other staff to craft and agree strong proactive and reactive media lines
- Support the Head of Communications with crisis communications, following our Marketing Communications Disaster Recovery and Business Continuity Plan
- Review and measure the effectiveness of communications activities, channel performance and campaign work, producing recommendations and implementing improvements
- Proactively monitor issues that affect the social housing sector and our customer groups, seeking and acting on opportunities to create positive publicity and release educational / supportive content
- Provide professional advice to colleagues on handling matters and issues that could effect the reputation of the Group
- Provide coaching and support to Communications Officers to complete tasks and drive service excellence
- Ensure the procurement of communications work is within budget and achieves value for money.

Personal Requirements

Essential

- Demonstrated experience of working in public relations, communications, journalism or marketing roles
- Strong understanding of both internal and external communications, with proven ability to influence a wide range of stakeholders and partners
- Highly-developed written and verbal communications skills, with significant experience of writing and presenting for different audiences and mediums
- Exceptional interpersonal skills, capable of maintaining excellent working relationships with colleagues, customers, and key stakeholders to deliver services, mitigate risk and manage conflict
- Experience of managing data and producing high quality, formal reports
- Values, understands and champions the importance, and benefits of, diversity and accessibility
- Ability to balance risk, costs and benefits for solid decision-making, exercising discretion and professional judgement.

Desirable

- An understanding of the social housing sector, including the political agenda and regulatory landscape
- Ability to communicate in spoken and written Welsh
- Professional Membership of CIPR/ CIM or equivalent, or willingness to become a member and work towards gaining relevant CPD or qualifications relevant to effective communications.

Requirements within the essential criteria of the Personal Requirements will be used for shortlisting purposes. However, all of the criteria will be considered in the process of making an appointment.

Terms and Conditions

Current Salary

Total salary is **£44,000** per annum.

Pension Plus

While working at United Welsh you are eligible to join our pension scheme. United Welsh partner with the **Social Housing Pension Scheme (SHPS)** to deliver our pension provision for employees.

The **Defined Contribution Scheme (DC)** matches employee contributions up to 10%. It is a salary sacrifice scheme, so deductions are taken before tax.

SimplyHealth

While working at United Welsh you are eligible for enrolment in our SimplyHealth healthcare plan.

Leave

- **30** days plus Bank Holidays
- **Two** United Welsh Gifted Days - an additional two gifted days, usually to be taken during the office closure over the festive period

Right to work in the UK

We welcome applications from individuals who already have the right to work in the UK, as unfortunately, we are unable to offer visa sponsorship at this time.

Any job offer will be dependent on receiving appropriate documentation to confirm your eligibility to work in the UK, as part of our commitment to compliance and fairness.



Additional Benefits

- **30 days** annual leave and bank holidays
- An additional **two gifted days** to be taken over the seasonal period
- A company culture that promotes **work life balance**
- **Flexible** working
- Opportunities to be involved in 'Can Do' days, giving back to the communities where we work
- A half a day's leave under the 'School Starter Scheme'
- Free **fruit, fresh filtered water, tea and coffee** within our offices
- **Cycle to Work** Scheme
- One year's **paid subscription to professional body** (one membership per year)
- Membership to our **SimplyHealth** healthcare plan
- **Free eye tests** at Specsavers and a contribution towards the cost of prescription glasses
- Access to our **internal coaching and wellbeing services** that are devoted to supporting professional and personal development
- Free and confidential access to a **24/7 Employee Assistance Wellbeing Hub**
- We are a member of the **Social Housing Pension Scheme**. There is an opportunity for employees to join The Defined Contribution Scheme and we match contributions up to 10%
- **Learning and Development opportunities**, with learning available in a range of formats to suit your needs
- We are committed to supporting applicants and staff with disabilities and are a **Disability Confident Employer**
- We are committed to becoming a **menopause friendly employer**
- We are an Armed Forces friendly organisation and hold the **Armed Forces Covenant – Bronze Award**



How to apply

To apply, please send a CV and cover letter to jobs@unitedwelsh.com. Your cover letter must address each of the essential and desirable criteria, detailing your knowledge and experience in relation to each one, in no more than 1,000 words.

In addition to your CV and cover letter, please also complete our online Equality, Diversity and Declaration of Interest form which can be found on our website [here](#). If you do not complete all parts of this process, you will be at risk of your application not being progressed further.

Closes: 14th May 2025

Interview date: 28th/29th May 2025

We reserve the right to close this role early if we receive a high volume of suitable applications.

Within your CV, please provide the names, positions, organisations and contact details for two referees, one of whom should be your current or most recent employer. We will not approach these referees prior to the shortlist stage, and we will seek your permission first. However, references will be sought as part of our pre-employment checks for the successful candidate.

- We would be grateful if you could submit the Equality Diversity and Declaration of Interest form with your application. You can complete this form online. The information you provide will be used for monitoring purposes only and will be kept separate from your application
- Please ensure your CV and other documents are emailed as a Word or PDF file, as unfortunately, we are currently unable to accept applications in any other formats at the moment
- Requirements within the essential criteria of the Personal Requirements will be used for shortlisting purposes. However, all the criteria will be considered in the process of making an appointment.

Your privacy is important to us. To learn more about how your personal information is processed when applying for a job with us, you can find our Privacy Notices [here](#).

