



# Communications Officer

## 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](https://unitedwelsh.com/contact)



[tellmemore@unitedwelsh.com](mailto:tellmemore@unitedwelsh.com)



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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.

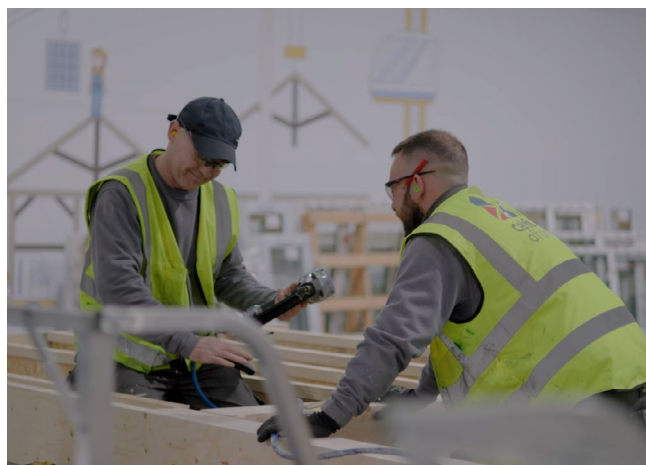
We have a new building programme that is worth around **£55m** each year and in the next five years, we intend to build **1,300 more homes**.

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

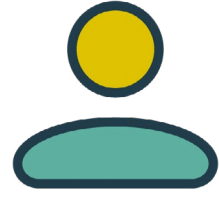
**Celtic  
Offsite**

Timber frame  
factory

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



# Job Profile



## Communications Officer

**Reporting to**  
Head of Communications

### Broad purpose of the post

A creative storyteller who will play their part in a small but mighty team, our new Communications Officer will support the continuing delivery of a proactive communications service for the United Welsh Group.

You will enjoy working within a busy communications environment and demonstrate an excellent knowledge of the broad mix of channels used to engage our audiences and get our messages heard.

With proven great writing skills and a passion for digital communication, you will help us to achieve our priorities and goals while supporting the team to protect the United Welsh Group brands.

The successful candidate will help us to build our profile as an innovative, housing organisation of choice among our various customers, and the communities where they live and work.

- Permanent, full time
- £34,486.92 per annum
- Closes Monday 21st July, 12pm midday
- Interviews w/c 4th August

# Key areas of responsibility



## Content creation

- To be a good copywriter and editor; producing high quality content that aligns with United Welsh's values and strategic objectives while always championing the brand.
- To create, plan and monitor content for different audiences and different channels, using an integrated marketing approach to maximise engagement with target audiences.
- To produce, edit and publish creative, engaging digital communication outputs such as videos, images and infographics for use on external and internal channels for diverse audiences.

## Media management

- To work proactively and reactively on diverse and sensitive topics, writing press releases and statements and generating positive news coverage for United Welsh where possible.
- To provide a crisis PR service to manage any adverse publicity that could pose a reputational risk to United Welsh.

## Campaign work

- To take the lead for specific communications projects and campaigns that promote the values of the organisation and benefits for our customers and communities.
- To commission and oversee the production of design and digital content with external suppliers.

- To work practically within budgets for communications activity, seeking value for money options for production and advertising ventures.

## Monitoring and evaluation

- To maintain and monitor digital marketing channels including social media, email marketing and websites to deliver communications objectives and to support platform development.
- To embed evaluation into communications campaigns and channel use to monitor progress, implement improvements and report outcomes.

## Colleague and customer support

- To provide thoughtful advice and support to staff regarding two-way communication and the marketing of United Welsh services, considering activity and processes that create a great experience for both our customers and people in our organisation.
- To demonstrate exceptional customer service with an active commitment to equality, diversity and inclusion.
- To assist in the delivery of engagement events with local communities and partner organisations with a hands-on approach, both online and offline.
- To professionally represent the Communications team at external partnership meetings, networking forums and events.



# Personal Requirements

## Essential

- Strong professional knowledge and experience of working in a communications environment.
- Excellent knowledge of media engagement and public relations, along with integrating campaigns through different communications channels.
- A creative flair for delivering new content for our channels, that engages our various audiences.
- Committed to continuous improvement and ongoing professional development, asking for and acting on feedback to continue learning and growth.
- Demonstrates an empathetic and rational approach to situations.
- A good negotiator with excellent interpersonal skills.
- Effective time management skills, including the ability to work to tight deadlines and prioritise a busy workload.
- An enthusiastic team player who is also able to work under own initiative and be responsive to changing priorities.
- Flexibility as some weekend and /or evening working may be required.
- Caerphilly, Cardiff, Blaenau Gwent and Vale of Glamorgan.

## Desirable

- The ability to communicate in the Welsh language.

## Location

- Hybrid working between home and the office, with some travel to meetings and events in South East Wales when required. Our main office is based in Caerphilly.

**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 **£34,486.92** 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**
- **Agile** 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](mailto: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:** Monday 21st July, 12pm midday  
**Interviews:** w/c 4th August

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](#).**

