



Communications Manager

Job description

Key Responsibilities

Populo Living is looking for a Communications Manager to join our team following the successful launch of our new brand. The successful Communications Manager will be responsible for producing and overseeing high quality external and internal communications that help support, manage and build on the delivery of the company's agenda, promote the Populo brand and reputation to both external and internal audiences and manage day-to-day communications.

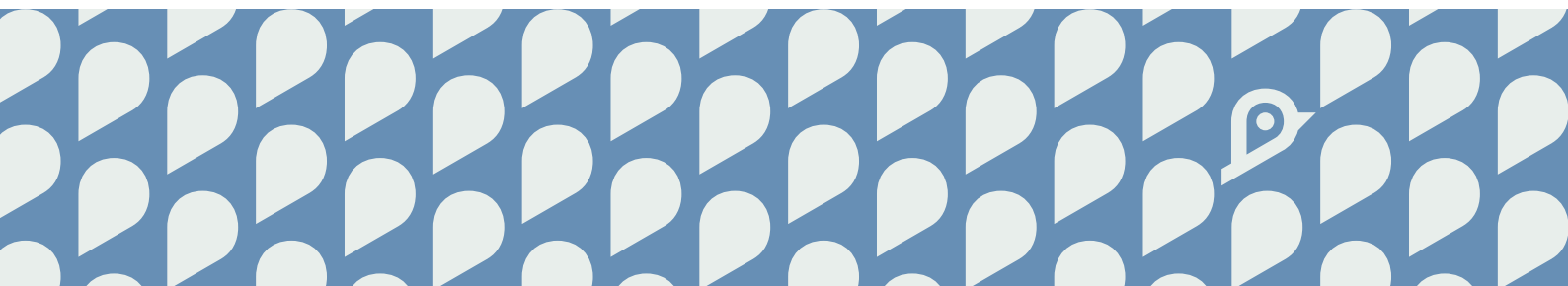
You will be responsible for the promotion of our delivery, our services and support our growth ambition. In addition, you will manage our relations with stakeholders and tenants and be a key part of our diversity and social inclusion drive with our local community and partners. The role sits with our Commercial Director and reports directly to them although a large degree of autonomous working is to be expected.

Key Responsibilities

- Lead and develop an integrated communications strategy for Populo Living in support of our external promotion while highlighting our brand values and unique partnership with the London Borough of Newham
- Drive and oversee the identification of communication opportunities to help position Populo Living as the go-to commentator on key industry issues, ensuring opportunities are part of a wider communications plan and that such opportunities are promoted across all media and online channels
- Proactively manage our strategic communications plan that identifies key priorities, including managing our proactive communications schedule. Work directly with key stakeholders to manage and develop relationships with key media to help build and increase our media coverage
- Support the Executive in the day-to-day coordination of Populo Living's communications plan
- Support Populo Living's development and customer services team, including scheme marketing, setting our communication priorities, KPIs and workload, ensuring that the quality is of the highest standard, whilst working within agreed deadlines
- Manage Populo Living's submissions to key industry surveys and political programmes, as part of ongoing programme to maintain and build our reputation in the market
- Oversee communications with tenants
- Promote diversity within the firm and with external partners and be a champion for social inclusion, apprenticeships and internships at Populo Living

Skills & Experience

- Previous background as a Manager within a communications based role within the residential development sector





- Strong knowledge of working within a political environment and experience of working closely with a public sector body
- Strong experience and interest in PR, internal communications and the use and promotion of social media channels
- Proven experience of working with the media, handling and managing media enquiries
- Experienced in working with and managing an external communications agency
- Experienced in using digital and social media to support our ongoing business development programme including marketing, sponsorship and thought leadership
- Interest and experience of using other forms of communication channels to deliver external and internal communication messages e.g. video
- Excellent written and verbal communication skills required with a focus on fine detail
- Ability to work independently but to integrate into all existing teams and build up an internal network amongst colleagues (especially through virtual meetings currently)
- Strong executive presence to be able to liaise, support, work and influence the executive team and the Populo Boards to deliver our communications strategy successfully
- Excellent IT skills in the MS Office environment, including Excel, Word and PowerPoint to a high level, with experience in SharePoint and other packages an advantage
- Additional knowledge/experience of email marketing and media monitoring platforms, in addition to website content management systems advantageous
- Ability to integrate our brand values and ethos in all communications
- You will be able to provide strategic management of the company's marketing and media activities to enable the Executive and wider team to capitalise on the company's activities
- You will also need to ensure that the company presents an integrated service between all its departments through oversight of all communications for projects

Qualifications

- Accredited public relations or communications qualifications desirable
- 2:2 degree or higher preferably in a related subject area to the company's core business
- 6 years' experience minimum preferred

Remuneration

- Up to £55,000 per annum together with a benefits package including generous holiday allowance

To apply

- If you are interested in applying for this role please **email your CV with a covering letter** to rob.atkin-house@populoliving.co.uk

Closing date: 5pm Friday 7 August 2020

