

## Job title: Communications

### Lead, Homes and Safety

Line manager: Head of Communications

Grade (if applicable): 2

Direct reports: 0



#### Role purpose:

We're improving the safety and quality of thousands of homes and planning how we'll invest in them over the next 30 years. This means improving our existing homes, meeting the highest safety and compliance standards, and building trust through open, accessible communication.

This role sits at the centre of that work. As Communications Lead, you'll help people understand how we're improving homes and keeping them safe. You'll connect colleagues, residents, and partners with clear updates on key programmes, from fire safety and remediation to longer-term investment plans that support safe, sustainable homes for the future.

You'll lead communications for investment in residents' homes and building safety, helping colleagues, residents, and partners stay informed and engaged with the improvements we're delivering across our homes and buildings.

This includes:

- Leading communications for fire remediation, latent defects, and other compliance-driven safety programmes.
- Managing **resident-focused campaigns** on statutory requirements, including fire door checks, annual safety reminders, and evacuation planning.
- Supporting **communications for planned investment** over our 30-year financial plan.
- Coordinating **incident response communications** to keep stakeholders informed during safety events or regulatory alerts.
- Maintaining clear, accessible **resources, templates, and guidance** to support consistent internal communications.
- Helping teams and partners work together to deliver safe, well-maintained homes that meet current and future standards.

You'll act as a trusted adviser to senior leaders and programme teams, shaping straightforward, consistent communications that build confidence and understanding.

#### Key Activity/Success Metrics:

- Deliver clear, consistent communications for asset investment, safety, and compliance programmes.
- Produce resident-focused updates for building safety work, including estate-specific plans.
- Support internal communications so colleagues can champion and explain key programmes.

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- Work closely with asset investment and building safety teams to align messages with milestones and decisions.
- Review and improve how we engage with residents in high-rise buildings, making sure communication is clear and consistent.
- Provide timely communications advice and responses on emerging issues or regulatory changes.

## **Key Results:**

- Residents, colleagues and stakeholders engage positively with key updates and programmes.
- Clear, timely communication supports the successful delivery of planned works and safety projects.
- Senior stakeholders and programme leads provide positive feedback on communications support.
- Awareness and understanding of investment and safety work increases across residents and colleagues.

## **About you:**

You are:

- A confident communications professional with experience in complex, multi-stakeholder environments.
- Skilled at translating technical or regulatory content into plain language that works for residents and colleagues.
- Proactive and organised, with the ability to balance multiple priorities and deliver to tight deadlines.
- Trusted by leaders and colleagues as a partner who brings clarity and solutions.
- Committed to creating inclusive communications that are accessible to everyone.

## **Experience and skills**

- Significant experience developing and delivering communications across multiple channels and audiences.
- Strong writing skills, able to make complex topics clear and engaging.
- Experience in a regulated or high-profile sector – housing, construction, or safety is an advantage.
- Confidence in using insight and data to plan, deliver, and evaluate communications.
- Knowledge of accessibility best practice and inclusive communication approaches.

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