Job title:	**PR and Communications Officer**
Line manager:	**Senior Communications Manager, Thamesmead**
Grade ***(if applicable):***	**3**
Direct reports:	**N/A**

Our work in Thamesmead:

Thamesmead is an extraordinary place – with homes of different eras, outstanding natural spaces, a growing cultural scene and strong community spirit.

Peabody is leading a major programme of regeneration and renewal across the town, working with local people and partners. Together we're looking to improve, grow and look after Thamesmead for the long term. We're bringing about new homes and job opportunities; a wealth of cultural, leisure and commercial activities; much improved green spaces, lakes and canals; and better connections with Central London.

We've achieved a great deal in Thamesmead since we launched our first five-year plan for the town in 2018. Our second plan for 2023 to 2028 is all about maintaining momentum, building on the many social, economic and environmental improvements we've already made. We're continuing to listen to residents' priorities and collaborate with them to improve their neighbourhoods, making sure everyone living in Thamesmead can benefit from the changes.

Role purpose:

This is an important role in telling Thamesmead's story. You'll seek out interesting news, people and projects, creating engaging content for local people and wider audiences. Your work will help residents understand what's happening across the town, make the most of what's on their doorstep and feel proud to call Thamesmead home.

Key results:

- Work with the Senior Communications Manager to agree communications priorities, ensuring key activities are planned and promoted across relevant internal and external communication channels.
- Develop and deliver a content plan for Thamesmead Now, newsletters and social media, ensuring a regular flow of relevant, engaging content.
- Research, write and produce engaging content for printed and digital channels that brings Thamesmead's people, places and projects to life.
- Proactively identify and develop newsworthy stories, working with the external relations team to secure coverage in local, regional, national and trade media.
- Attend local events and activities to meet local people and partners, gather content and identify new stories and opportunities.
- Provide regular 'what's on' updates across all digital channels (website and social media) and manage content, including archiving old stories when needed.
- Commission photography for key projects, events and activities, and help maintain an organised and up-to-date photo library.
- Produce communications collateral to support key projects, liaising with designers and printers when needed.
- Use audience insights and engagement data to understand what works, identify opportunities and try new approaches to reaching different audiences.
- Manage day-to-day communications administration, including maintaining digital content and photography records, monitoring coverage, scheduling posts and processing invoices.

Success metrics:

- Produce and publish around 16 high-quality news stories on Thamesmead Now each quarter, with the strongest stories pitched to relevant external media.
- Maintain or increase positive engagement across social media, newsletters and other digital channels.

Version Date:		**Signed off by:**	

- Deliver a varied and engaging content plan that reflects the interests of different audiences and showcases local people, projects and activities.
- Keep Thamesmead Now's What's On pages accurate, relevant and up to date.
- Maintain accurate communications records and complete administrative tasks on time.

About you:

- A natural storyteller with a journalist's instinct for spotting a good story, asking the right questions and finding interesting angles.
- Curious, confident and proactive, always looking for new stories and PR opportunities rather than waiting for them to come to you.
- Creative and open to new ideas, keen to try different approaches to telling stories and engaging audiences.
- An excellent writer who can produce clear, engaging copy for different audiences and channels.
- A confident communicator who enjoys meeting people, building relationships and putting people at ease.
- Resourceful and tenacious, willing to dig deeper, follow up leads and find the people and information needed to tell a story well.
- A collaborative team player who works well with colleagues across different disciplines, while also showing initiative and working independently.
- Highly organised and adaptable, comfortable juggling competing priorities, meeting deadlines and keeping on top of day-to-day tasks.

You will have:

- Strong journalistic instincts and excellent writing skills, with the ability to research stories, interview people, find interesting angles and produce accurate, engaging content to tight deadlines.
- Experience of delivering PR and communications activity across a range of channels, ideally in a busy newsroom, agency or in-house communications team.
- Experience of identifying media opportunities, developing news stories and pitching them to journalists.
- Strong digital communications skills, including creating content for websites, newsletters and social media. Experience of using Umbraco would be an advantage.
- Experience of planning and managing multiple communications projects, prioritising work and meeting deadlines.
- A good eye for detail, with experience of editing and proofreading content to ensure accuracy, consistency and adherence to house style.
- Experience of working with designers, printers and photographers to produce high-quality communications materials.
- Strong administrative skills, including managing budgets, processing invoices and using Microsoft Office applications.
- Experience of building good working relationships with colleagues, external partners and other stakeholders.

A degree-level qualification in journalism, PR, communications or marketing is desirable.