**JOB DESCRIPTION**

**Job Title:** **Communications and Engagement Manager**

**Division:** Warmer Homes London

**Pay Band:** E (internal reference)

**Responsible to:** Warmer Homes London, Director/Head of Operations

**Location:** London Councils 12 Arthur Street, London

**Duration:** Permanent

## About Warmer Homes London

Warmer Homes London is a new organisation designed to make Londoners’ homes greener, healthier and more affordable to heat by being more energy efficient. It is funded by the boroughs, the Mayor of London and London Councils.

This new initiative is set to forge bold new partnerships, working with all levels of government, as well as with housing associations, builders, community energy groups, and training organisations.

Warmer Homes London will deliver its mission by:

* working together, we will overcome systemic barriers change the fragmented approach towards retrofitting social and low-income private housing;
* providing the data insights, we will drive better value for public money and turbo-charge efforts to make London’s homes warmer at scale and at pace;
* enabling practical measures to be installed by suppliers, such as- wall insulation that keep heat in; heat pumps that are cleaner and cheaper to run; and solar panels giving clean renewable energy- we will help make Londoners’ homes more comfortable, all year round.

**Job Purpose:**

There is a commitment from Warmer Homes London partners to retrofitting London’s 3.7m homes, focusing initially on social housing and those experiencing fuel poverty. We are in the process of designing and implementing a strong brand that clearly identifies the new organisation within London’s complex decarbonisation eco-system and clear communications that explains the purpose of our work, bring partners together and inspire them to act.

We need to develop strong partnerships and engagement with groups and organisations who can help inform and strengthen our activities. We need to raise awareness within key stakeholder communities about how Warmer Homes London can support them in delivering their ambitions and what we need from them to succeed.

**How We Work**

You’ll be joining the Warmer Homes London team in its exciting ‘go-live’ phase. With an initial team of around 10 people, we will grow to 25 people within a year. But we’re ambitious and expect to be improving the impact of an investment pipeline of up to £500m over the next 3 years.

You’ll be part of the small leadership team and will act as the subject matter expert for communication and engagement. While small, Warmer Homes London’s communications function can draw on the time, ideas and energy of dozens of people from across our members. We are committed to being a high performing team, constantly reviewing, learning and adapting our ways of working, and operating in a high-challenge, high-support culture.

We’re initially hosted by London Councils, who along with the Greater London Authority (GLA) are the founding partners of Warmer Homes London. So you’ll access specialist communications, marketing, public affairs and research functions to enhance the visibility, understanding and impact of our work.

## Principal responsibilities

* Develop and deliver the annual communications and stakeholder engagement plan to support the work of the new organisation from go-live to as it matures;
* Supporting the Directors and other members of the leadership team to develop communications programmes and collateral for key communities, such as the supply chain and boroughs, and enabling all team members to become ambassadors for Warmer Homes London;
* Implement Warmer Homes London’s new brand identity and tailor our narrative and engagement approach for different audiences, in partnership with London Councils’ and the GLA’s communications teams, for use in press releases, presentations, website content, recruitment collateral and other comms channels;
* Support the leadership team to identify, build and maintain mutually beneficial relationships and partnerships with the public affairs leads within groups and organisations that can help inform and strengthen the delivery of Warmer Homes London overall strategy and our specific projects and initiatives;
* Lead on the design and management of Warmer Homes London’s external-facing events, focusing on making them high quality and inclusive experiences;
* Ensure that content management for WHL’s web presence is undertaken as required and in accordance with good practice;
* Help fulfil Warmer Homes London’s commitment to transparency: sharing our work and the resources we create, while ensuring they are accessible (clear language, concise and navigable) and in keeping with Warmer Homes London’s high standards (visually appealing, on-brand and consistent);
* Oversee the shaping of the influencing work of Warmer Homes London with national government partner sectors where agreed with founding partners ;
* Represent Warmer Homes London at relevant, senior internal governance meetings, external meetings and forums in support of our agenda, attending Warmer Homes London Senior Leadership team when appropriate;
* Advise on internal communications, where required;
* Manage the communication commissioning budget of c£100k per year.

## Organisational responsibilities

* To adhere to London Councils’ policies, procedures, regulations and protocols in the discharge of all duties, in all aspects of work, including the Data Protection Act 2018;
* To take care at all times to uphold health and safety at work for self and others and observe London Councils’ Health and Safety policy and related procedures;
* To uphold the highest standards of ethical conduct in line with the expectations of a local government officer and to adhere to such standards in order to uphold the reputation of London Councils and local government in London.

## Person specification

Our ideal candidate will:

* Thrive on meeting and developing productive working relationships with new people and organisations at all levels. You’ll have strong interpersonal skills, with an emphasis on diplomacy and empathy.
* Excel at identifying the key message: writing and communicating content clearly and concisely in a way that is engaging and accessible to different audiences;
* Be able to think creatively and strategically about how communications and engagement can help deliver an organisation’s goals;
* Be able to build collaborative working which assembles the collective assets and capabilities across a number of partners to achieve the desired communications or engagement goal
* Have experience of working at a strategic level within a local, regional and national government content ideally within the assets or housing context and interfacing with some or all of the built environment supply chain, boroughs, housing associations and training providers;
* Enjoy creating and managing content for websites, presentations, social media and other digital channels;
* Have experience in designing and running events or workshops;
* Enjoy problem-solving in new, complex and sometimes ambiguous environments where both creativity and pragmatism are required;
* Be comfortable working flexibly to meet the evolving needs of a small and fast-moving team, managing a mixed and varied workload, and responding to a range of audiences;
* Be committed to constantly learning and be able to work independently, making progress within a wider team environment with the political judgement to draw on the wider leadership team when needed.

## Notes

* This is a politically restricted post, under Section 2 of the Local Government and Housing Act 1989;
* This job description is not intended to be rigid or inflexible but should be regarded as providing guidelines within which the post-holder works. Warmer Home London’s work evolves continually, all team members, therefore, need to be adaptable. Other duties appropriate to the post may be assigned from time to time;

## Hybrid working

* The nature of Warmer Homes London’s activities is such that we can conduct much of our work remotely. Regular in-person time with the Warmer Homes London team and other colleagues from the two founding partners will be scheduled in compliance with the latest government guidelines.
* We currently envisage that two days a week will be spent together in the office, but the timing and frequency will be discussed and agreed upon with the team based on the needs of our members and London Councils' policies.