

# TAFF

We deliver great homes and services  
and support communities to thrive.

Taff is responsible for over 1,500 homes across Cardiff and we provide support services to people across four local authorities in South East Wales.

We develop and deliver reliable services. Building and maintaining quality homes, working with local communities and building long-term partnerships.

As we continue to grow, we'll continue to use our position of influence to create positive change.

## Our Values

We inspire  
**Trust**



We are  
**Ambitious**



We are always  
**Learning**



We are  
**Kind**



## **Advert**

We are looking for a talented individual to amplify our work and increase our impact.

As Public Relations and Communications Officer you'll play a critical role in raising Taff's profile with tenants and other stakeholders. Working with colleagues across Taff, you will create campaign ideas and content that will get widely noticed and talked about online, in the press and local community. You will nurture and manage a network of relationships with the media, influencers as well as grow the reach and engagement of our channels. You will also lead on driving colleague engagement through exciting and captivating internal communications.

**Role:** Public Relations and Communications Officer

**Responsible to:** Chief Executive

**Team:** Central Services

### **What you'll do...**

You'll support Taff in the delivery and implementation of effective Communications strategies by communicating internally and externally to a wide variety of stakeholders. You will help to deliver consistent and accessible two-way communication through a variety of media and awareness campaigns to build and maintain positive internal and external engagement and reputation for Taff. You will work with colleagues across the organisation to develop and deliver messaging in a wide range of media including written, video production, photography and graphic design.

### **What you will be responsible for?**

- Supporting the development and implementation of Taff's emerging communications strategy.
- Leading on the creation and planning of both internal and external communications campaigns and events.
- Ensuring Taff's supporting literature, intranet and website is up to date, accessible and reflects the appropriate 'tone of voice'.
- Work with colleagues, tenants and partners to identify storytelling opportunities and bring these to life across Taff's communication channels.
- Attend events and get out and about with other teams to capture activities for story development including video, photography by interviewing tenants or colleagues.
- Ensuring proactive communications with Taff stakeholders, and political / lobbying bodies and be an active member of relevant external networks.
- Work closely with the Executive Team and Heads of Service to deliver internal messaging quickly and confidently to all colleagues in the most appropriate format.
- Ensuring consistent use and development of Taff brand.
- Advising colleagues on best practice relating to communications and PR.
- Identifying opportunities and developing content for positive PR across the organisation and build relationships with local press to help manage the Taff's reputation effectively.
- Acting as first point of contact for press enquiries and advise on appropriate engagement with the press.
- Analysing and reporting on media coverage, communication efforts and brand metrics using a variety of data sources.

## **The Person**

### **Skills, Experience and Qualifications**

#### **Essential**

- Experience of working in a communications/PR role.
- Ability to tell stories and create appropriate content across a variety of channels and media for different audiences.
- Skilled in design layout. Practical use of CMS systems and Wordpress.
- The ability to think creatively and find solutions to problems quickly.
- Good knowledge of social media platforms in particular, Facebook, Twitter, Instagram and LinkedIn.
- Excellent writing and verbal communication skills.
- An interest in and understanding of current affairs. News and media savvy with an ability to spot PR opportunities.

#### **Desirable**

- Degree or professional qualification(s) relevant to a communications role (e.g. CIPR or CIM diploma)
- Experience of working with and development of SharePoint intranet sites
- The ability to speak Welsh or a community language
- Crisis Communication experience
- Member of relevant professional body
- Good knowledge of housing/political issues and current thinking around tenant and customer involvement
- Existing links with the local and sector media
- Project and/or Event Management skills
- Photography and video production skills

#### **We'd also need you to be**

- Digitally savvy, able to use Taff's latest technology/kit
- Comfortable to work in an agile environment, with a focus on 'getting the job done'
- Actively anti-racist and tackle all types of discrimination, not just for our customers, but for our colleagues too, welcoming and celebrating difference.
- Possess a positive 'can do' attitude and actively contribute to creating an awesome Taff culture

## **We ask all Taff employees to...**

- Keep up to date with changes in systems, policies, procedures and working practices
- Take ownership for your personal safety and that of those around you
- Take the opportunity to develop your skills and knowledge
- Contribute to a happy and positive workplace

\*This job description is indicative of the range of current duties and responsibilities for the post. It is not comprehensive. This post is expected to develop over time with the skills and knowledge of the post holder and it is essential therefore, that it is regarded with a degree of flexibility, so that changing needs and circumstances can be met. All changes will be discussed with the post holder.

## Conditions of Service

Salary £27,137

Contract type Permanent

Working Week 35 hours a week, normally Monday – Friday.  
Flexible working in accordance with our Work life Balance Policy. Should business needs change, you may be expected to work at our other sites.

Location We all work in an agile way and this role can be delivered as part of a blended approach requiring some location working at our Head Office at Alex House, Canton, Cardiff CF5 1JD.

### Colleague Benefits

- 25 days annual leave (extra 1 day leave after 5 & 10 years' service – total of 27 days)
- 4 extra concessionary days and public bank holidays.
- Defined Contribution SHPS Pension scheme with a maximum contribution of up to 9.25%.
- Enhanced sick and maternity pay
- Simplyhealth cash plan covering optical, dental, chiropractic treatment and more.
- Permanent Health Insurance through Canada Life.
- 'WeCare' service through Canada Life for employees and their household giving access to GP consultations, specialist counselling and many other services
- Employee Assistance Programme through LifeWorks

DBS Check Basic Disclosure and Barring Service (DBS) check will be necessary for the successful applicant, and appointment will not be confirmed before a satisfactory disclosure is received.

References Two satisfactory professional references covering the last 3 years; including one from your current employer.  
(Family members cannot provide references)

Business Mileage            You may at times be required to use your own motor vehicle for use on official journeys. Your mileage expenses will be reimbursed based on the locally agreed rate. It is your responsibility to ensure that you have appropriate Business Insurance to undertake your duties.

Probationary Period:        6 months.

To apply for this post and to view all our current vacancies please visit <http://www.taffhousing.co.uk/vacancy/>.

**Closing date: Monday 16<sup>th</sup> May 2022 at 9am**  
**Interview date: Thursday 26<sup>th</sup> May 2022**