

## **Communications and Marketing Manager**

*Generation Rent* campaigns for professionally managed, secure, decent and affordable private rented homes in sustainable communities.

### **Purpose of the role:**

To contribute to the profile of *Generation Rent* and the impact of its work by ensuring high levels of exposure within the media, to policy makers and the general public. To support local tenants groups and campaigners in their media activity. Ensuring that the brand of *Generation Rent* is consistent, well-used and an icon for the renters' movement.

### **Job Description:**

#### **Media & Public Relations**

1. Plan and manage the media and public relations work of Generation Rent with the aim of increasing our reach with target audiences and raising the profile of Generation Rent.
2. Act as first point of contact for media enquiries.
3. Develop strong relationships with media contacts and proactively place stories with them.
4. Develop assets to be used by local campaigners with local media – building volunteer communications capacity.
5. Ensuring case studies are diligently vetted and ethically managed.

#### **Brand & Communications**

6. Development of a coherent and coordinated communications strategy across all platforms for Generation Rent, including overall messaging and positioning, to raise the profile of Generation Rent's work.
7. Development and roll-out of Generation Rent's brand positioning.
8. Manage external providers of support for marketing and communications (designers, printers, agencies, etc.) to ensure high quality and good value for money.
9. Write briefings, articles, blogs, press releases and social media updates that seek to engage private renters in Generation Rent's work and build the movement.
10. Develop and work to enhance Generation Rent's social media and web content so that they are innovative, engaging and reaching wider audiences; ultimately building the organisation's reputation.
11. Management of marketing budgets and resources.
12. Development of, and reporting on, key measures of marketing impact and effectiveness.

#### **Other responsibilities**

13. Supporting key events to ensure the Generation Rent brand is represented well, maximising the positive PR outcomes and to ensure that marketing and communications objectives are realised.
14. Working flexibly, including responding to media issues out of normal office hours when necessary.

#### **Contributing to the organisation**

15. Carry out consultancy work as required.

16. Promote consultancy services to local authorities and other stakeholder groups.
17. Management of staff and volunteers, including good HR practice, performance management, setting objectives and appraisal.
18. To promote diversity and equality of opportunity in the organisation.

**Personal specification:**

**Essential**

1. Experience in a media, marketing, PR or communications role
2. A first rate communicator in all media, ability to adapt writing style for a range of audiences
3. Persuasive, with the ability to influence decision-makers and build relationships with all of Generation Rent's stakeholders
4. Ability to deliver to tight deadlines in a high-pressure environment with diverse range of stakeholders
5. Experience in brand development and implementation
6. Management of marketing budgets
7. Excellent interpersonal skills and ability to work with members of the public and colleagues at all levels
8. Proven ability to work as part of a team and on own initiative
9. Strong organisational skills
10. A high level of competence in MS Word, Outlook and Excel
11. Creative and innovative thinker

**Desirable**

12. Experience of the charity and/or housing sector
13. Experience or demonstrable interest in promoting policy and campaigning issues and activities, particularly within the housing sector
14. Experience of working with volunteers
15. Aligned with the values and mission of Generation Rent

Salary: £32,000 per annum pro rata

Location: London

To apply send a covering letter and CV to [alexhilton@generationrent.org](mailto:alexhilton@generationrent.org) with "Communications & Marketing Manager" in the subject.

Application Deadline: March 5<sup>th</sup>, 2014