



Engagement and Communications Manager

Recruitment Information Pack

April 2021



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I. Job Advert

Engagement and Communications Manager

Up to £30,000 plus benefits

London, NI

Barnsbury is a unique organisation. Although small (we have 300 homes in and around the lovely Barnsbury neighbourhood of Islington), we are creative and ambitious and determined to make a difference. Formed in 1967, we are proud of our history and roots, whilst very much looking to the future.

Our values - to Connect, Anticipate and Build - lie at the heart of how we work and we are passionate about making a lasting difference to the people and communities we work with. Key to that is how we work with our residents.

At BHA, we have a great relationship with our residents. Many of them have been with us for decades and trust in us as a landlord is high. Over recent years we have made some positive steps in improving how we listen to and engage with them. However, we want to do more. We want to make customer engagement integral to how we work and, in doing so, become an exemplar in the housing sector.

This role will play an important part in delivering that vision for Barnsbury and our communities. It is a great development opportunity, with the chance to work closely with a forward-thinking and dynamic Leadership Team and an excellent Board. You'll have the opportunity to work on a range of projects, from resident involvement, development of new homes, managing our internal and external communications to helping us maximise our IT skills and digital offer.

We are looking for someone with a passion for social housing, who is organised and dynamic, can think creatively, is a great communicator and really good with people. If that sounds like you, we'd love to hear from you.

To download the recruitment pack please visit: <http://barnsbury.org/about/vacancies/>

If you would like an informal discussion about the role or have any questions, please do not hesitate to contact Susan French, CEO, either by telephone: 020 7704 2324 or by email: susan@barnsbury.org

CLOSING DATE: Friday May 14



I. Message from Susan French, Chief Executive

Dear Applicant

Thank you for your interest in this role.

Barnsbury is a unique organisation. Although small (we have 300 homes in and around the lovely Barnsbury neighbourhood of Islington), we are creative and ambitious and determined to make a difference. Formed in 1967, we are proud of our history and roots, whilst very much looking to the future.

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We are looking for someone with a passion for social housing, who is organised and dynamic, can think creatively, is a great communicator and really good with people. If that sounds like you, we'd love to hear from you.

If you'd like an informal chat about the role or have any questions, please contact me on 020 7704 2324 or by email: susan@barnsbury.org

Applications must be received by 12pm on **Friday May 14** and sent to susan@barnsbury.org

We look forward to receiving your application.

Yours sincerely

A handwritten signature in black ink, appearing to read "Susan French", with a small flourish at the end.

Susan French
Chief Executive



2. About BHA

We are a small neighbourhood-based housing association working in and around the Barnsbury area of Islington. Our purpose is to provide secure homes and communities. We have preserved some of Islington's finest heritage buildings.

You can find more about our history on our website. www.barnsbury.org.

We have 300 homes and are proud of being part of the Barnsbury community. We are a small team and aim to give a responsive and personable service to all who live in our homes. We want to strive to do better and deliver the services our residents most want. Our other priorities include planning for the climate emergency and providing more homes.

Our work is overseen by a voluntary Board who ensure that we fulfil our vision and values.

Our Office

Our main office is located at Cloudesley House, Cloudesley Street, Islington N1 0HU, a short walk from Angel Underground station, Highbury & Islington and Caledonian Road & Barnsbury Overground stations and close to both Kings Cross and all the shops, restaurants and amenities of Islington.

We have an Agile Working Policy and some home-working is possible.

3. Our vision and plan for the year



Building successful communities: a place to belong, a place to grow

We Connect

The long-lasting change we are seeking is:

- we have a sector-leading approach to hearing the 'tenant voice'
- we are seen, known and trusted: a community asset others 'walk towards' to try out new ideas and approaches
- we are a great team, working as one

We Build

The long-lasting change we are seeking is:

- we play our part in tackling homelessness by building affordable new homes
- our service evolves, shaped by the changing needs of residents and a desire to reduce inequalities
- we build a strong bond of trust with our residents - a sense of belonging and community

We Anticipate

The long-lasting change we are seeking is:

- our homes are fit for the future
- we have a sector-leading carbon reduction strategy
- we understand our current and future residents' needs and aspirations and design our services to meet them

Engage with our residents

- Complete the **Take Stock Exchange** engagement project, using the outcome to shape our future service
- Work with the **Resident Panel** to develop their role, so they are able to hold us to account for our service
- Maximise opportunities for us to hear residents' voices and for **residents to shape** our services

Build trust through effective services

- Understand **pandemic impacts** on residents and adapt services to meet their needs and aspirations
- Strengthen our **front-line service**, aiming to get it 'right first time' on the phone, on repairs and on estate services
- Use **customer feedback** to improve our service

Invest in our assets

- Develop our **Asset Management** and Procurement Strategy
- Implement our **capital investment programme** and cyclical programmes of work
- Improve our approach to **building safety**, ensuring that residents feel safe in their homes

Forge strong community links

- Develop stronger **links to local services** and agencies, aiming to reduce inequalities and improve wellbeing
- Work with residents to make best use of **community assets** for the widest benefit
- Maintain strong links with **Islington Council**, finding opportunities for joint working and partnership

Develop our services

- Review our **estate services** with estate walkabouts and an improvement plan delivering better value for money
- Introduce a new **independent living service** for older peoples' housing
- Operate a **tenancy support programme** and strengthen our multi-agency partnerships

Plan for zero carbon

- Develop BHA's **Sustainability Strategy**, aiming to be an exemplar in the sector
- Deliver a programme of '**quick green wins**', supporting residents to play an active role in carbon neutrality and addressing fuel poverty
- Deliver a **pilot retrofit** at Barnsbury Street

Re-connect the team

- **Prepare for a post-pandemic world** with a more digitally-enabled team, focused on what matters to residents
- Develop a new **Equality, Diversity and Inclusion** Strategy
- Forge **stronger links** between the Board, staff team and residents

Provide more affordable homes

- **Build six new homes** at Morland Mews for social rent and local lettings
- Carry out an **option appraisal** at Highbury View, led by residents' views
- Explore existing schemes for capacity to add **more homes**

Shape our Future Service

- Improve our **customer insight**, seeking residents' view across all areas of our work
- Establish a more effective **market rent offer** for key workers
- Provide **more ways for residents to reach us**, involving residents in how we do this

4. Terms and conditions of employment

| | |
|-----------------------------|--|
| Salary: | up to £30,000, depending on experience |
| Pension: | BHA operates a pension scheme which employees are eligible to join after successful completion of the probationary period. BHA contributes between 5 and 10% of salary depending on length of service and employee contribution. |
| Holiday entitlement: | 25 days plus bank holidays, with the opportunity to buy and sell up to 5 days leave |
| Working hours: | 35 hours per week with some flexibility as and when required. |
| Location: | London, NI, with some remote working |
| Probationary period: | Six months |
| Notice period: | 1 month |

5. How to apply

You should apply using the attached Application Form.

Please complete the application form fully and ensure that you provide:

1. Contact details
2. Qualifications/Education
3. Employment history
4. Two referees – one of whom should be your current/most recent employer

Supporting Statement

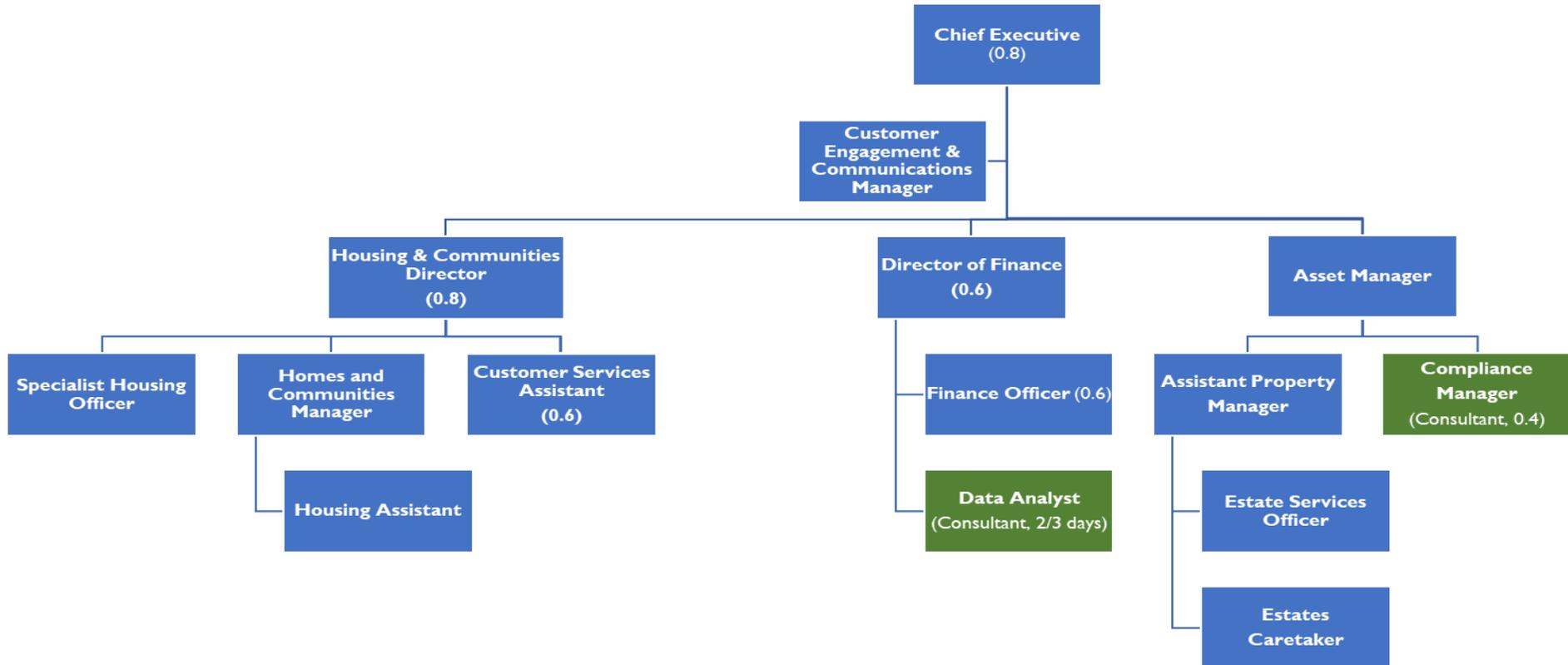
5. Experience / knowledge / skills – and how you meet the person specification
6. Why you are interested in the role

All applications must be submitted by email to susan@barnsbury.org

Timetable

- A. Deadline for application submission – May 14 2021 at 12pm**
- B. First interview – w/b May 17
- C. Second interview - w/b May 24

6. Staff Structure





7. Role Profile

| | |
|---|--|
| Job Title | Engagement and Communications Manager |
| Reports to | Chief Executive |
| Direct Reports | None |
| <p>Overall Responsibility: Delivering effective customer engagement across BHA, on specific projects and more generally; project managing the redevelopment of the garages on Morland Mews; coordinating and producing internal and external communications; leading on the Resident Panel and promoting wider resident involvement in our service; supporting the Leadership Team in ensuring the smooth running of the organisation in terms of governance, IT, our digital offer and service improvement. Demonstrate BHA vision and values in day-to-day work</p> | |
| <p>Key Responsibilities and Outcomes</p> <ol style="list-style-type: none"> 1. To work with the CEO as lead Project Manager on the redevelopment of the garages and other upgrades (organising and attending project meetings, liaising with lawyers, architects, consultants, contractors, funders etc.) to deliver the project, spotting and solving problems and ensuring that the project runs smoothly from a tenant perspective, and delivering an excellent communications strategy for residents. 2. To maximise meaningful customer engagement within BHA (formal and informal) including administering the Residents Panel, organising other engagement opportunities and supporting team members to build engagement into their roles. 3. To develop our customer insights, seeking feedback from residents and using it to improve how we work, including managing our Customer Feedback policy. 4. To produce resident communications, maximising resident involvement and to co-ordinate the production of high-quality resident newsletters and other publications. 5. To increase the IT skills and literacy within the team and to build our digital offer to residents, maximising digital inclusion. 6. To support the Leadership Team by carrying out research, analysis, developing or reviewing strategies, policies and procedures and working on other initiatives. 7. To support the Leadership Team on governance issues, including producing Board and Committee minutes, supporting Board members and providing administrative support to the Board. 8. To support the CEO on new business and coordinating resident involvement in those projects. 9. To manage the BHA website and manage social media. | |



| Personal Competencies | Skills / Experience |
|---|--|
| <ul style="list-style-type: none">▪ Excellent inter-personal skills to develop effective relationships with residents, suppliers, Board members and colleagues▪ Ability to work collaboratively and respect the views of others▪ Highly motivated and passionate with a can-do approach to finding solutions and delivering customer service▪ Good, persuasive communicator, both written and verbally▪ Highly organised with good attention to detail▪ Ability to work at pace and under pressure and juggle priorities▪ Adaptable and can think creatively to solve issues? | <ul style="list-style-type: none">▪ Proven experience of being able to work at both the operational and strategic level within a small organisational environment▪ Proven IT skills, including MS office (Word, Excel, etc).▪ Experience working with public/residents <p>Other Requirements:</p> <ul style="list-style-type: none">▪ Able to attend occasional evening meetings▪ DBS check needed |