

**Job Outline**  
**Communications & Marketing Lead**  
**Ark Governance & Performance Team**

**Purpose**

The Communications & Marketing Lead will take responsibility for developing and delivering Ark's communications and marketing strategy, ensuring alignment with our mission, vision, and values. This includes managing core communication channels such as the website, internal comms, intranet, social media platforms, and email newsletters, as well as overseeing brand identity, media relations, and marketing campaigns. The role is central to strengthening Ark's brand presence, enhancing stakeholder engagement, and promoting a positive public image through clear, consistent, and impactful messaging across all platforms.

**Key Responsibilities**

- Manage Ark's brand identity across all channels, ensuring consistency and impact.
- Develop engaging content for digital platforms, print materials, and campaigns to enhance visibility and reputation.
- Oversee internal and external communications to strengthen stakeholder relationships and promote transparency.
- Monitor and evaluate the effectiveness of communications and marketing activities, using data and insights to inform continuous improvement.
- Explore and evaluate emerging AI and digital tools to enhance communications and marketing strategies.
- Research and recommend software solutions and platforms that improve efficiency, engagement, and content delivery.
- Act as a key advisor on messaging, tone, and positioning to support organisational priorities.
- Work with colleagues to promote vacancies and strengthen our employer brand by creating and managing targeted social media campaigns and high-quality content across our digital channels.
- Develop business cases for approval relating to communications and marketing budgetary requirements.
- Collect, analyse, and report on key marketing and communications KPIs such as tenant engagement levels, digital channel reach, campaign response rates, website accessibility metrics, service-related enquiries and satisfaction scores to provide accurate, actionable performance insights.

**Strategic Communication Planning**

- Work in close collaboration with the Assistant Director of Governance and Performance to develop and implement a comprehensive communications strategy aligned with Ark's objectives.

- Identify key messages and select appropriate channels to reach target audiences effectively.
- Conduct research to understand sector trends, competitor activities, and audience needs.
- Analyse communication and marketing effectiveness using metrics and analytics to inform future strategies.
- Responsibility for the monitoring, evaluation, learning and planning in relation to communications and engagement both externally and internally, and using this knowledge to increase our impact.

### **Content Creation & Management**

- Create and coordinate high-quality content for newsletters, websites, social media, brochures, and reports.
- Manage social media platforms, creating content that drives engagement and promotes services.
- Create and manage content for consistent and accessible website updates using information provided by directorates.
- Ensure continuous improvement of Ark's website and provide training and support for other members of staff to provide effective content.
- Ensure all activities comply with relevant regulations and ethical standards, including data protection and advertising laws.

### **Brand Management & Marketing**

- Oversee Ark's brand identity, ensuring consistency across all platforms.
- Design and execute marketing campaigns to promote Ark's services events, and initiatives.
- Manage digital marketing activities, including social media and content marketing, to boost online presence and engagement.

### **Interpersonal Skills**

#### **Internal and External Communications:**

- Develop and manage internal communication channels to keep staff informed and engaged.
- Produce newsletters, bulletins, and announcements to share organisational updates.
- Develop and maintain crisis communication protocols to ensure timely, accurate, and consistent messaging during emergencies or reputational risks.
- Act as the primary point of contact for crisis-related communications, coordinating with internal teams and external stakeholders.
- Plan and deliver communications for events, ensuring consistent messaging across all channels before, during, and after the event.
- Work closely with key colleagues across the organisation to support and deliver our customer communication and engagement strategy.

- Oversee content and use of the staff intranet to ensure it is up to date and identify and implement ways in which it can improve both constructive engagement with staff and operational processes.
- Take responsibility for continually developing self in order to maximise personal contribution to the job.
- Attend and contribute to relevant meetings and prepare reports/ presentations as required.
- Maintain effective relationships with managers and staff within the head office, Housing, Customer Experience & Asset and in Care & Support.
- Work closely with the Assistant Director of Governance and Performance to ensure that work plans complement organisational strategy and objectives.
- Contribute to the Senior Leadership Team, and the Board of Management and relevant Sub-Committee meetings where necessary, and prepare reports/ presentations, as required.
- Commit to continuous professional development (CPD) by proactively seeking opportunities to learn and grow in communications, marketing, and emerging technologies.
- Engage in self-directed learning to stay current with industry trends, best practices, and innovative tools.
- Apply new knowledge and skills to enhance strategies, processes, and outcomes within the role.
- Support effective engagement with the Board of Management through well-prepared briefings, reports, and updates on communications and marketing activity.

#### External Media and Public Relations:

- Act as the primary contact for media inquiries; draft press releases and manage media relationships.
- Identify opportunities for positive media coverage and community engagement.
- Manage Ark's public image and reputation.

#### **Collaboration & Leadership**

- Work closely with other departments such as People & OD, Housing & Asset, Development, and Care & Support to ensure cohesive communication efforts.
- Assist with the prioritisation of Governance & Performance activity.
- Set targets and ensure the effective delivery of Governance & Performance plans across the organisation as relevant.
- Ensure all relevant activity is within the policies, practices and procedures of Ark.
- Attend internal meetings as required.

## **Expertise**

### **Qualifications**

- Degree-level qualification in Communications, Marketing, Public Relations, or a related discipline.
- OR equivalent professional experience in a communications/marketing role.

## **Experience**

### **Essential Criteria**

- Proven experience in communications, marketing, or a related field ideally within housing, social care, charity, or public sector.
- Strong understanding of brand management and digital marketing strategies.
- Excellent written and verbal communication skills.
- Strong writing and editing skills for diverse audiences.
- Ability to manage multiple projects and meet deadlines.
- Knowledge of compliance requirements in communications and marketing.
- Proficiency in social media management and content creation tools.

### **Desirable Criteria**

- Experience in housing, social care, or third sector organisations.
- Event management experience.
- Experience in crisis communications and reputation management.

### **Knowledge/Skills**

- Commitment to Ark's mission and values.
- Ability to work collaboratively and develop robust relationships with colleagues and external stakeholders.
- Ability to think strategically and provide appropriate advice where needed to meet the communications needs of colleagues and external stakeholders
- Creative, proactive, and results-driven mindset.
- Strong knowledge of digital marketing tools, social media platforms, and analytics