

REDROW HOMES – COMMUNICATIONS MANAGER

ABOUT REDROW HOMES

Redrow is the UK's fastest growing house builder.

Our purpose is to create a better way for people to live. We care about the quality of homes we build, the people who help us build them, the communities we create and the societies in which we live.

We are looking for high performing people looking to build a career with Redrow. At Redrow you will be part of a business that recognises achievement.

THE ROLE

Purpose: To play a key role in implementing Redrow's external communications strategy. Monitoring the performance of PR agencies and helping to manage their activity, to implementing campaigns and assisting with media relations and crisis situations – ensuring all targets and SLA's are met / exceeded.

To help implement Redrow's Social Media Strategy and manage customer / stakeholder social media engagement. Monitor and report on the effectiveness of the strategy and identify improvements.

To co-ordinate the creation and delivery of content around key events and business activities such as our annual apprenticeship research and our social impact report.

To ensure consistency between Redrow's corporate website and social media channels in terms of content, tone of voice and messaging.

Scope: The primary objectives are to play a key role in delivering Redrow's communications strategy, ensuring Redrow continues to grow and improve its reputation amongst all key stakeholders. To work closely with Redrow's teams to deliver communications and social media strategies to meet the business' key strategic objectives.

The role is based in the Midlands Office (Tamworth) with occasional national travel.

RESPONSIBILITIES:

- To play a key role in delivering Redrow's external communications strategy – enhancing Redrow's reputation amongst key stakeholders.
 - To help manage Redrow's social media engagement with customers and other key stakeholders – ensuring all SLA's are met.
 - To assist in handling media enquiries versus all business / journalist deadlines.
 - To monitor, and hold to account, Redrow's network of PR agencies ensuring they are high performing and delivering Redrow's communications strategy.
 - To liaise with divisional teams, ensuring a joined up approach between PR and local requirements.
 - To help produce and co-ordinate content production relating to national and industry events such as National Apprenticeship Week, New Homes Week etc.
 - To ensure the PLC website is continually kept up to date and remains representative of Redrow's mission, approach and values.
 - Take lead responsibility for corporate social media channels, meeting / exceeding all growth / engagement targets and SLA's and managing.
 - To help deliver an effective case study programme across Redrow – producing high quality and up-to-date content drawn from across the business.
 - To work in partnership with key contacts across the business to ensure the effective delivery of communications strategy.
 - To promote Redrow's three sustainable business themes: Thriving Communities, Building Responsibly and Valuing People.
 - To contribute to the creation of Redrow's Annual Report and other associated content.
 - Working in close collaboration with Marketing, to help deliver Redrow's overall marketing, video and social media strategy.
 - To ensure that all written content is of high standard, whether it is produced internally or externally.
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WORKING RELATIONSHIPS:

Effective working relationships are an essential part of daily working life. This role requires the job holder to be a strong team player and team builder to ensure all targets are achieved.

Internal: Marketing, Sales, Sustainability, Learning & Development and other Group functions.

External: HBF, NHBC, PR agencies and other key suppliers.

These are illustrative duties and the job holder will be expected to become involved in a range of work to enable the department to respond effectively to the requirements of the Company.
