

Recruitment Pack



Communications Manager



Permanent
Full Time



£51,828-£55,871
(FTE based on 36.25 Hours Per Week)



Hybrid working – A mixture of home and office working, with a work base of Carlisle, Newcastle, Workington offices



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Letter from Marie Hardeman

Communications Manager

Dear Applicant

Thank you for your interest in the Communications Manager role with Castles & Coasts Housing Association (CCHA). This post will be full time 36.25 hours on a permanent basis at a salary of £51,828 - £55,871 per annum and can be based in Carlisle, Workington or Newcastle.

We are looking for an experienced communications specialist who can help us transform the organisation and deliver on our ambitious plans.

Similarly to the wider organisation, our communications function has strong foundations, and we are looking for someone to take them to the next level. We want someone with experience of using insight and data to produce communications that reach target audiences to help achieve business objectives.

They will be responsible for all CCHA communications, so experience of different communications disciplines is important. You will lead a small team to work across the organisation and influence senior leaders to use communications to help solve business problems.

The successful candidate will have the opportunity to shape how CCHA communicates for years to come. If this is an opportunity that excites you, we look forward to hearing from you.

Please read through this recruitment pack to find out more about the role, its terms and conditions, and the recruitment timetable.

To apply for this role, you will need to complete our online application by clicking on the apply button on the vacancy listing on our website.

The closing date for applications is Monday 6th April 2026.

Interviews will be held in Carlisle on Tuesday 14th April 2026.

Applications are treated in the strictest confidence; for information of CCHA's Privacy Policy, please access the following webpage [CCHA Privacy Notice for employees, job applicants and Board Members](#)

If you have any questions about the role, please contact me for an informal conversation via marie.hardeman@castlesandcoasts.co.uk

I look forward to reading your application.

Yours sincerely

Marie Hardeman
Executive Director of Customers & Communities

Role Profile

Communications Manager

Job Title: Communications Manager
Responsible to: Executive Director of Customers & Communities
Responsible for: Communications Specialists x 2

Role Purpose:

The Communications Manager is accountable for the development and delivery of CCHA's Communications Strategy, leading all internal and external communications activity to strengthen our brand, reputation and relationships.

Ensuring consistent, high-quality communication is central to everything we do. This role will champion clear, engaging and inclusive communication that supports the delivery of CCHA's Corporate Objectives and reflects our values.

The postholder will lead and manage the Communications Team, embedding a proactive business-partnering approach that enables colleagues across the organisation to communicate effectively with residents, customers, stakeholders and partners.

Key Responsibilities

Corporate Communications & Brand

- Act as a brand ambassador, ensuring CCHA and its services are positively promoted and our reputation is actively managed and strengthened.
- Develop, implement and continuously improve CCHA's Communications Strategy, covering all internal and external communications.
- Develop and maintain CCHA's brand framework and hierarchy, ensuring consistency across all channels and materials.
- Establish and monitor KPIs to measure impact, effectiveness and return on investment for communications and marketing activity.
- Manage the Communications budget, ensuring best value and effective use of resources.

Engagement & Business Partnering

- Lead the delivery of engaging, multi-channel communications campaigns to drive colleague, resident and stakeholder engagement.
- Embed a business partnering approach, ensuring communications supports and enhances a wide range of organisational projects, services and priorities.
- Build and maintain strong relationships with internal and external stakeholders, partners and customers.
- Support senior leaders and operational managers with communication strategies for complex, sensitive or recurring issues, including complaints.

Digital Channels

- Ensure all internal and external digital communication channels are innovative, accessible and well-managed.
- Champion continuous improvement in content, channel effectiveness and audience experience.

Role Profile

Communications Manager

Resident Communication & Engagement

Ensure that:

- Residents and prospective residents clearly understand CCHA's services, performance and opportunities to engage and provide feedback.
- Communication is delivered through residents' preferred channels and meets consistently high standards.
- All communications are inclusive and accessible, respecting the diverse needs of our communities.

Colleague Communication & Engagement

Ensure that:

- Effective two-way communication supports colleague engagement and involvement.
- CCHA's employer brand is strengthened, promoting the organisation as an employer of choice.

Business Continuity Communications

- Ensure robust communication processes are in place to respond to crises or business continuity incidents.
- Protect CCHA's reputation by ensuring timely, clear and appropriate communication with key stakeholders.

Marketing & Promotion

- Develop and deliver communication and marketing plans to support key services, projects, sales and lettings.
- Promote CCHA as a landlord of choice across our operating areas, including through proactive media and press activity.

Leadership & Team Management

- Recruit, lead, motivate and develop an effective Communications Team.
- Set clear objectives, provide regular feedback and manage performance in line with policies and procedures.
- Ensure staff receive appropriate training and development aligned to departmental and organisational priorities.

Regulatory Requirements

- Ensure knowledge of the regulatory Consumer Standards is up to date, applying the requirements within the Standards to communications.

General Responsibilities

- Work collaboratively across the organisation to meet business priorities.
- Seek best value and support continuous improvement.
- Act in accordance with CCHA policies and comply with regulatory requirements.
- Undertake additional duties appropriate to the role, as required.
- Work flexibly, including outside normal office hours on exceptional occasions.

Communications Manager

Person Specification

	ESSENTIAL	DESIRABLE
Education & Qualifications	<ul style="list-style-type: none">• Educated to A level or equivalent• Level 2 literacy and numeracy skills (Grade C GCSE)	<ul style="list-style-type: none">• Professional qualification in marketing/communications• Professional membership of the Chartered Institute of Marketing and/or Chartered Institute of Public Relations• Educated to degree level or equivalent
Experience, Knowledge, Understanding	<ul style="list-style-type: none">• Developing communications for a wide range of stakeholders• High level of written, presentation and interpersonal communication skills• Developing and delivering communication strategies and plans• Staff management/leadership• Managing digital content• Coordinating public relations and promotional campaigns	<ul style="list-style-type: none">• Working in, or with, the social housing/housing sector• Implementation of frameworks to measure the impact of communication and marketing campaigns• Implementation of a business partnering approach
Technical & Professional Skills	<ul style="list-style-type: none">• Computer literate, with excellent knowledge of Microsoft Office packages	Use of bespoke IT systems, databases, spreadsheets, and the ability to extract and interrogate data
Integrity	<ul style="list-style-type: none">• Accountable for own work and decisions• Works with openness and honesty• Demonstrates the Association's values and expected behaviours in their work• Consistent and fair when making decisions• Shows resilience to resolve issues• Handles issues with sensitivity and discretion	

Role Profile

Person Specification

	ESSENTIAL	DESIRABLE
Communication	<ul style="list-style-type: none">• Writes clearly and concisely• Speaks clearly and confidently• Listens to and is open to the views of others• Influences others through confident, persuasive communication• Creates a positive impression with their manner and communication style• Checks the message has been understood• Tailors' communication to the needs of the audience	
Leadership	<ul style="list-style-type: none">• Inspires colleagues to achieve goals• Passionate about the aims of the organisation• Shows trust in the abilities of others• Sustains a positive, supportive culture at work• Gives fair and constructive feedback• Acknowledges and celebrates the achievements of others• Motivates and inspires others to perform to their best• Is a positive role model for the organisation's values	
Relationship Building	<ul style="list-style-type: none">• Shows respect and consideration for others• Builds positive relationships• Helps to resolve conflicts and achieve positive outcomes• Resolves conflict in a respectful and timely way• Develops productive, trusting relationships• Promotes collaborative working	

Role Profile

Person Specification

	ESSENTIAL	DESIRABLE
Performance	<ul style="list-style-type: none">• Maintains focus on key performance priorities• Committed to improving services• Reviews and reassesses own work and priorities• Clarifies key issues before reaching a decision• Judges issues objectively, avoiding personal bias• Thinks analytically when decision-making	
Team Working	<ul style="list-style-type: none">• Shows ownership for the team's priorities and actions• Works with colleagues to develop ideas and solutions• Shows consideration of wider organisational needs in their work• Inspires a strong sense of team spirit• Supports a high-performance culture within the team• Ensures the team is focused on wider organisational needs	
Customer Focus	<ul style="list-style-type: none">• Shows customer focus in all activities• Shows awareness of the commitment to value for money• Ensures customer priorities drive team priorities• Seeks customer feedback and responds effectively• Promote a customer-focused culture in the team and across other teams	

Role Profile

Person Specification

	ESSENTIAL	DESIRABLE
Developing	<ul style="list-style-type: none">• Evaluates own performance• Self aware and shows learning from feedback and experiences• Takes action to develop self• Creates a positive learning environment• Encourages others to challenge themselves• Identifies people's strengths and where they have potential to develop	
Adaptability	<ul style="list-style-type: none">• Anticipates and adapts flexibly to changing circumstances• Generates innovative ideas and solutions• Shows resilience to see things through• Promotes and delivers continuous improvement• Influences positive change in others• Learns from what works well elsewhere	
Equality, Diversity and Inclusion	<ul style="list-style-type: none">• Ensures equality of opportunity in all activities• Values diversity, respecting difference	
Other	<ul style="list-style-type: none">• Full driving licence and access to a car, to travel between the areas of operation	

Terms and Conditions

The remuneration for the Communications Manager (permanent) role is:

£51,828 - £55,871 (FTE based on 36.25 hours per week) + benefits package.

TYPE	DETAILS
Hours	<ul style="list-style-type: none">• 36.25 hours per week (full time)• Flexitime scheme in place
Pension	<ul style="list-style-type: none">• SHPS Defined Contribution Scheme• Employer contributions up to 8%• Life Assurance (4x annual salary)
Annual leave	<ul style="list-style-type: none">• 25 days per year plus bank holidays• Increasing up to 30 days with five years' service
Additional benefits	<ul style="list-style-type: none">• Hybrid Working Practices• Induction programme and ongoing personal development• Discretionary Corporate Performance Bonus Scheme• Staff Savings Scheme• Employee Assist Programme• Health Cash Back Scheme (on completion of probation)• Discounted gym membership (part of Health Cash Back Scheme)• Long Service wards• Staff Forum• Cycle to Work Scheme• Company Sick Pay Scheme• Family friendly policies with company pay schemes

Additional information about Castles & Coasts Housing Association is available on our website: www.castlesandcoasts.co.uk

Application Process

RECRUITMENT STAGE	DATE
Advert goes live	Wednesday 25 th March 2026
Closing date for applications	Monday 6 th April 2026
Shortlisting applications	Week Commencing 6 th April 2026
Interviews	Tuesday 14 th April 2026
Starting Date	Immediately upon receipt of satisfactory pre-employment checks and subject to notice period

Candidates must inform us as soon as they can if they are not available for interview on Tuesday 14th April 2026 by emailing: recruitment@castlesandcoasts.co.uk

How to apply

Please complete our online application form by clicking the Apply button in the vacancy listing on our website. Please note we are not accepting CV's for this role; please ensure you fully complete the application form online. To give yourself the best chance of being selected for interview you should give detailed answers within the 4000-character limit for each question.

If you need any more information about the position prior to applying, please email recruitment@castlesandcoasts.co.uk.

Please note if you have previously created an account while applying for a job with us in the past, you can log in and use that to apply for this vacancy.

Criminal Record Check

Our policy on Employing People with a Criminal Record requires that a satisfactory disclosure from the Disclosure & Barring Service will be required before an offer of employment is confirmed for this post. This post requires a basic disclosure.

Castles & Coasts takes its responsibilities to protect vulnerable adults and children seriously. As an Equal Opportunities employer, we are clear that a criminal record is not necessarily a bar to securing a position with us. The relevance of any criminal record will be assessed in relation to the post and we may seek legal advice to guide us on this assessment.

Castles & Coasts will meet the cost of the Disclosure and will provide the relevant documentation to the selected candidate following the interview process. All Disclosure information is treated sensitively and in the strictest confidence.

Acknowledgement

Your application will be acknowledged and treated with strictest confidence.



Recruitment Advertisement

Recruitment Advertisement

Communications Manager

- **Carlisle, Newcastle or Workington**
- **36.25 hours per week**
- **Permanent**
- **£51,828 - £55,871 (FTE based on 36.25 hours per week) + benefits package**

Castles & Coasts Housing Association (CCHA) is currently looking to recruit a permanent, full time (36.25 hours per week) Communications Manager, based in **Carlisle, Newcastle or Workington** with a salary of **£51,828 - £55,871** per annum.

If you are looking for an exciting new role, this is a great opportunity to join the Communications Team at CCHA.

We are seeking a skilled and proactive Communications Specialist with a strong ability to craft clear, engaging, and audience-focused content across multiple channels. The ideal candidate will have excellent written and verbal communication skills, a keen eye for detail, and the ability to translate complex information into accessible messaging. They will be highly organised, able to manage competing priorities, and confident working both independently and collaboratively within a team. Experience in developing communication strategies, managing digital platforms, and engaging diverse stakeholders is essential. A creative mindset, adaptability, and a results-driven approach will be key to success in this role.

CCHA owns and manages more than 7,400 homes across the North of England in Cumbria, Northumberland, Tyne and Wear and North Lancashire. As an Association, we focus on the needs of the local communities we serve, tackling the housing crisis, improving services within our communities, and use our strength and efficiency to meet housing service needs. We are committed to providing excellent services to our customers.

If you like what you've read, and you would like the opportunity to join the CCHA Team, please complete our application process, telling us how you feel you can add value and dynamism to our team. If you choose to apply, and are successful, you will be rewarded on all levels - a great place to work and a great team of people to work with.

If you are looking to make a real difference to the service we provide to our residents, then please click the apply button on the vacancy listing on our website.

Closing date for applications: Monday 6th April 2026

Interviews to be held: At our Carlisle office Tuesday 14th April 2026



Better Health
at Work Award
Silver Award



Our Organisation

Who Are We?

Castles & Coasts Housing Association (CCHA) was created in July 2017 as a result of merging Two Castles and Derwent and Solway Housing Associations. We have an annual turnover of over £36m, employ around 300 staff, and own and manage more than 7,400 homes in rural and urban communities across the North of England, with around 75% located in Cumbria.

Why Work at CCHA?

We couldn't do what we do without our people, so we do whatever we can to make working at CCHA as enjoyable and fulfilling as possible for every individual.

CCHA strives to be an exemplar of good practice in both organisational excellence and as an employer. Our aim is to engage, motivate, develop and inspire our people to work towards a shared vision as well as individual priorities. CCHA has developed agile working practices, for applicable roles, to provide staff with greater flexibility.

Employee wellbeing and engagement is something that CCHA is strongly committed to. We have continuous programmes of support and development, such as mental health first aiders. We involve people, work with them, and agree a common approach to 'how we do things around here'.



**Darren Lee,
Development Officer**

I'm proud to work for an organisation that is making a real difference delivering new housing solutions in the communities we serve.



**Olivia Day, Lettings &
Neighbourhoods Officer**

The culture at CCHA is extremely flexible and compassionate, and always considerate of the wellbeing of staff.



**Chris Clarke, Senior
Surveyor (Compliance)**

I will always remember when I first started, not only did I find my new colleagues extremely helpful and friendly, but everyone had positive things to say about working here.

Staff Survey Results- October 2024

100%

I am committed to the success of CCHA

93%

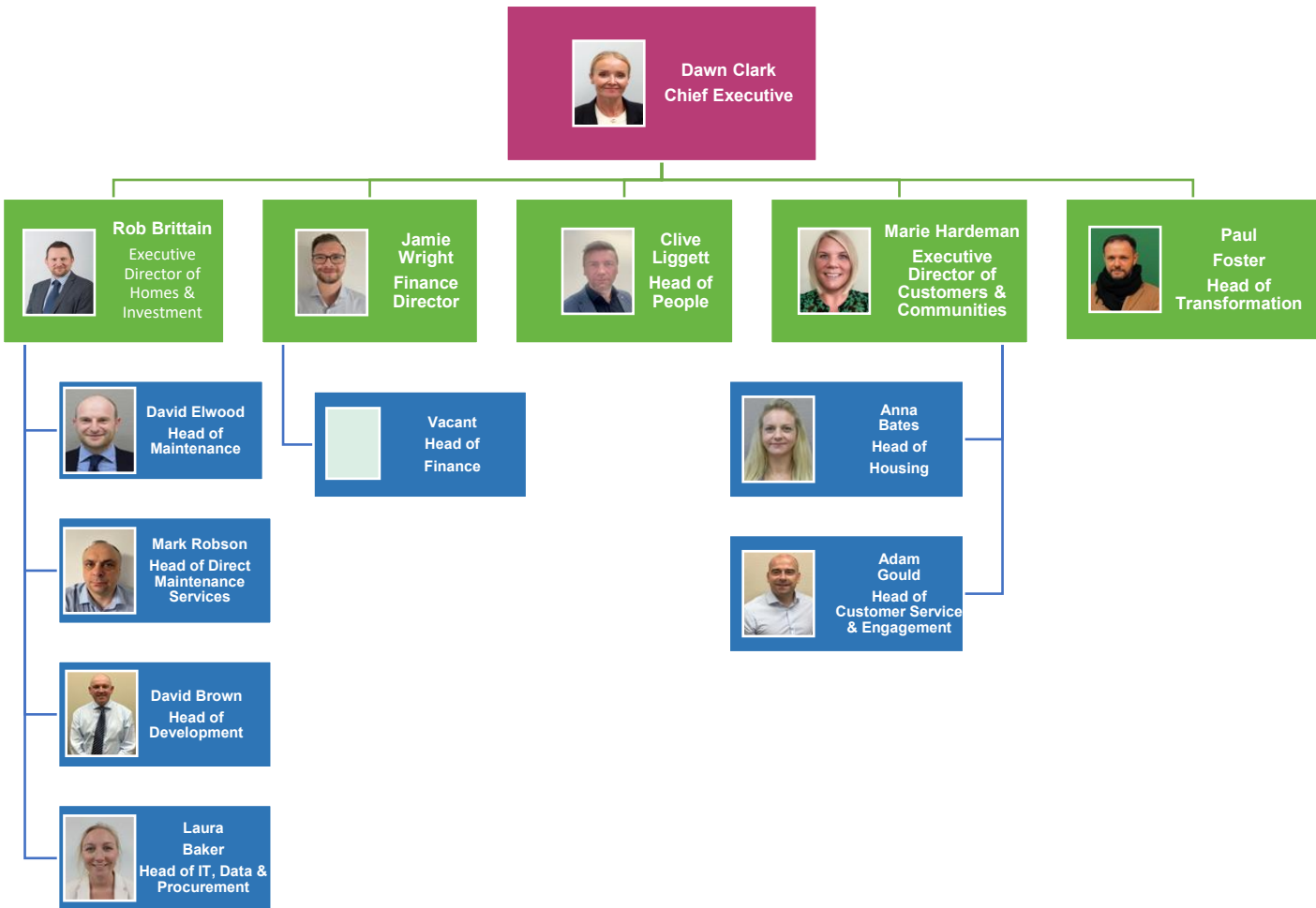
I feel proud to work for this organisation

94%

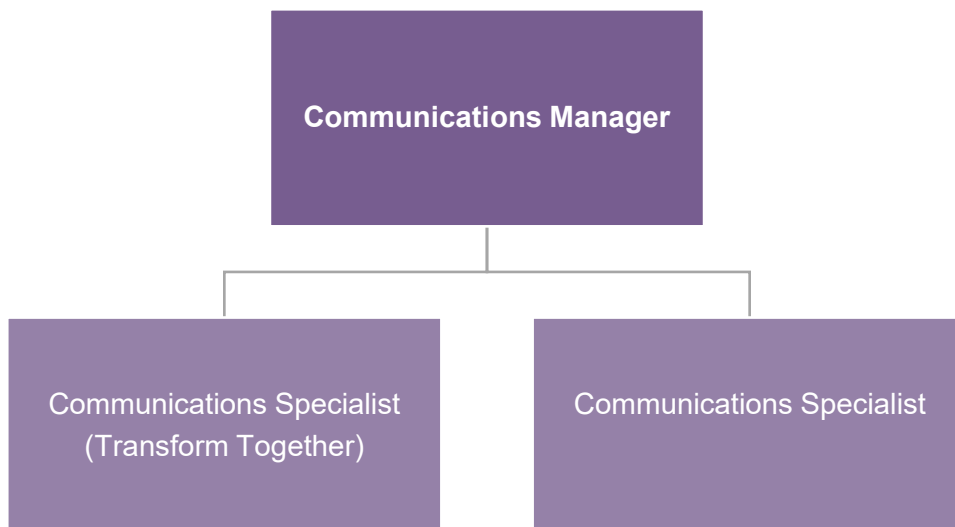
I think CCHA is a good place to work

Our Team

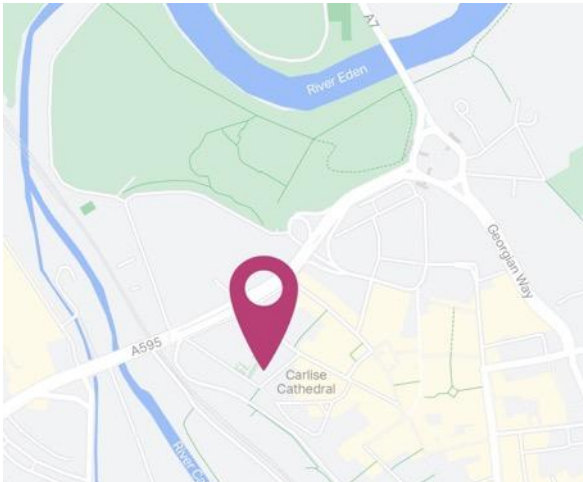
Organisational Overview



Communications Team Overview



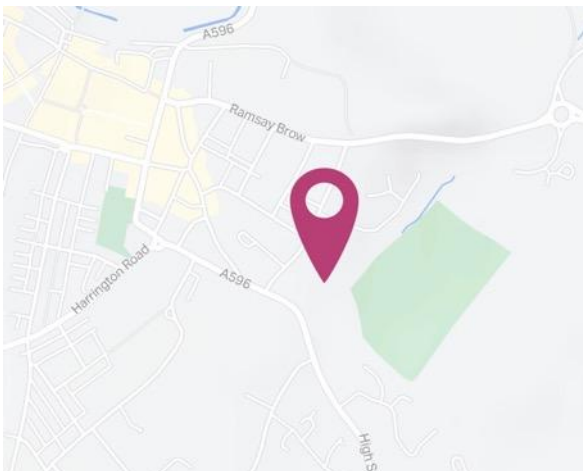
Office Locations



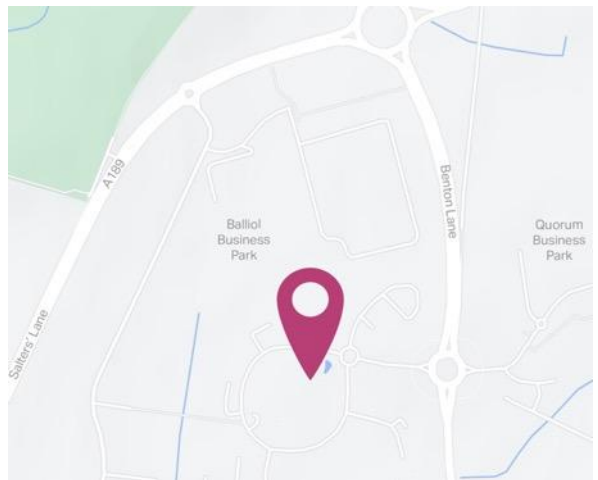
4/5 Paternoster Row, Carlisle
CA3 8TT

CCHA operates hybrid working arrangements. Your main office base can be any of the three available locations.

This role will be expected to cover the whole operating area of CCHA, with travel across office and community locations, as required.



Stoneleigh, Park End Rd, Workington
CA14 4DN



Balliol Business Park, Arcadia House,
Newcastle upon Tyne NE12 8EW

Castles & Coasts Housing Association

5 Paternoster Row, Carlisle, Cumbria, CA3 8TT

Call: 0800 085 1171

www.castlesandcoasts.co.uk

