

Bernicia Group Role Profile

Title: Communications Officer

Reporting to: Head of Communications

Date: April 2026

Purpose

Supporting the development of Bernicia's internal communications channels, creating high quality, engaging content for online and offline colleague communications activity.

Supporting the delivery of the of the Group's Internal Communications Strategy.

Accountabilities

Operational

- Working with the Head of Communications to plan, create and deliver effective internal communications activity across the group.
- Working with colleagues across the organisation to ensure relevant messages and content is frequently shared across our communications channels
- Operational ownership of Workvivo intranet, contributing to its development as a strategic internal communications tool.
- Contributing to the planning and development of corporate events
- Identify opportunities to engage internal audiences through new channels
- Briefing graphic design, print, digital and photography agencies
- Contribute to the effective running of the communications function by maintaining a content calendar and keeping relevant systems up to date.

Corporate

- Comply with all relevant legislation and work within our policies and procedures.
- As appropriate to the role, take ownership of the data in your area and support the achievement of high quality data and data management across Bernicia, by ensuring any data recorded is accurate, reliable and trustworthy.
- Perform your role in accordance with the Bernicia Way and draw to your manager's attention any unsafe working practice/conditions.
- Maintain a safe and healthy working environment, by ensuring all health and safety policies and procedures are fully implemented and consistently applied and carrying out suitable and sufficient risk assessments.

The above list is not exhaustive and your role will certainly change over time reflecting the changing needs and activities of the organisation and our commitment to making best use of technology and improving the way we do things. You must therefore be committed to personal development, adapting to and welcoming change and making continuous improvements in the efficiency and effectiveness of our use of resources.

All colleagues are encouraged to not ignore work at the boundaries of their specific role, by taking "ownership" of any issue with which they become involved, ensuring that all matters are brought to a satisfactory conclusion. This includes identifying any risks involved in the day to day responsibilities of the role and taking action to mitigate those risks.

Essential Skills & Experience

- Educated to degree level or equivalent work experience
- Hold a communications related qualification
- Evidence of continuing professional development in communications
- Demonstrable experience working in a communications role
- Proven ability in content creation and managing multiple channels
- Confident using content management systems, analytics tools and digital marketing methods
- Good all-round writing ability and be able to identify and use the most appropriate and effective ways of communicating to diverse internal audiences
- People person, able to establish rapport and build strong working relationships

- Teamworking, making a positive contribution to help teams meet goals
- Ability to advise and influence people on communications
- You will be required to hold a current and valid driving licence.

Desirable Skills & Experience

- Experience of working in the housing sector
- Experience of delivering internal communications/colleague engagement activities.

Values	
Value	Expectation
Customer Focused	We understand our customers and champion customer focus.
Trusted	We uphold the highest standards of integrity in all our actions, we are personally accountable and deliver what we say we will do.
Respect for People	We respect our tenants and customers and recognise them as individuals. We value our colleagues, encourage their development and reward their performance.
Leadership	We provide strong and transparent leadership, supported by clear decision-making which is evidence-based and outcomes-focused.
Collaborative	We collaborate to help meet the needs of tenants and customers, partners and the wider North East.



