Urban&Civic

Job Description

Role	**Communications, Communities and Partnerships - Waterbeach**
	We are recruiting to a new role to add to the network of Communities and Partnerships role which support the Urban&Civic developments. This role will support the development of the former Barracks and Airfield at **Waterbeach** just north of Cambridge, which is being transformed to create a community of 6,500 homes, 4 schools and significant community and transport infrastructure, as well as an amazing landscape of mature woodland and a 25 acre lake. The first phase of the development is underway, with first residents moving in Summer 2023. The role will also be part of the wider Cambridgeshire and Hertfordshire team working on U&C's other projects, and will collaborate with and be supported by fellow communications and community colleagues, as well as development and project teams, and an exciting team of world leading consultants.
Hours	9am – 5.30pm
Type	Permanent
Reporting to	Rebecca Britton, Regional Director of Communities, Communications and Partnerships

Role Purpose

The role delivers Urban&Civic's inclusive approach to development and evolves over the lifetime of each project: ensuring local communities and partners help to shape development plans for each site; delivering strong regular communications through the project; and fostering relationships with partners and communities.

With Waterbeach moving to delivery and first residents, this role will represent the project to local partners and communities: oversee the marketing and communications approach – including working with housebuilders marketing and sales team; delivering a comprehensive PR strategy to promote the development, its vision and important innovations; support ongoing planning and delivery with effective engagement, information and communication; work with the Community Development team to develop projects on themes including heritage, active travel, ecology and climate change as well as supporting colleagues through different stages of planning and delivery. It will ensure a proactive response to issues relating to the new and also our neighbouring communities, and support delivery of key community infrastructure and commitments through the roll-out of the development.

Creating varied and engaging content, this role will work alongside in house and agency expertise to develop and communicate our story, manage our reputation as a local stakeholder, and promote the place brand and PR around the development to support interest, engagement, promotion and sales.

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Responsibilities

- Develop local strategies and delivery plans to support communications, partnership working and community development for the development at Waterbeach, including budgeting and evaluation.
- Develop and maintain strong relationships with key groups, organisations and stakeholders within the local area to enable positive dialogue and resolution of issues at each stage of planning and delivery of the development.
- Support local communities and the new community to engage with and influence our work, through all stages of development and delivery, including delivering proactive, innovative and accessible ways of engaging and consulting people.
- Support new residents moving in, through both coordinating and supporting the work of teams and partners and working closely with the Community Development lead who will start alongside first residents moving in.
- Work with the Regional Director of Communities and Partnerships to support the delivery of key community infrastructure such as schools, health provision and sports facilities to ensure local partners and community are involved in the planning and long term operation of these. This may involve direct involvement in Governor roles and on local Boards and project teams.
- Identify newsworthy stories and develop content to support a range of channels including newsletters, PR, video and audio, and social media, as well as corporate U&C channels and tools; co-ordinating in house and agency support where needed.
- Building strong links with partner communications teams and with local media outlets and other influencers.
- Innovate and develop new ways of working and ideas for communications, communities and partnerships, and work in partnership with communications and communities colleagues across our strategic sites on shared learning and good practice approaches.

Note: *there may be a requirement from time to time to undertake other duties and perform other roles. The team working on Waterbeach are also supporting the proposed development of Baldock, in Hertfordshire, and this role will help support some of the early work on that project alongside the main focus on Waterbeach.*

Requirements

Knowledge & Experience
- Experience of working with local government partners and stakeholders
- Experience of working with parish or town councils or community groups
- An understanding of development, planning and public service delivery
- Experience in media management, PR and Stakeholder engagement, ideally within the public sector or development industry
- Experience in Brand development and place marketing
- Experience of content creation for digital and social media
- Copywriting skills
- Confidence and experience in presenting to small groups and public fora
- Budget and project management

Skills and Abilities

- Ability to grasp business strategy, decision-making and reflect the ethos of the business
- Excellent interpersonal skills including relationship building, collaboration and diplomacy
- Flexible and adaptable approach to work – recognising the need to work outside of core office hours for evening meetings and events
- Ability to meet conflicting priorities whilst working under pressure
- Self-starter with initiative and drive
- Ability to adapt communication styles to multiple audiences; translating technical and complex information to ensure key concepts and messages are delivered effectively

To discuss this role with the team informally or for further information please contact Katheryn Owens at katheryn.owens@urbanandcivic.com