



CLYDE VALLEY
GROUP

Corporate Services Communications Graduate

An aerial photograph of a residential development. The houses are arranged in rows, with grey tiled roofs and solar panels. The buildings are a mix of light-colored and brick. There are green lawns and wooden fences between the houses. A road is visible in the middle ground. The overall scene is a modern, planned housing estate.

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WELCOME FROM THE CHIEF EXECUTIVE



Dear Candidate,

Thank you for taking an interest in the role of **Corporate Services Communications Graduate** at Clyde Valley Group.

We appreciate that the Covid 19 pandemic continues to present a significant range of challenges for everyone. CVG is continuing in its commitment to support our team and customers through this difficult time and to be even more flexible and adept in how we work and in how we deliver services and review our priorities. I'm proud to say that we're handling this situation, as ever, with compassion, mutual support and professionalism.

Working as part of the Corporate Services team you will support Clyde Valley in delivering on our Corporate Strategies by providing an excellent communications service both internally and externally.

We're also a growing organisation. The Group has successfully established our reputation for building high quality new affordable homes for 25 years for social rent, mid-market rent and market sale. Over recent years we have invested over £200m in Government housing grant and private finance from our lenders in new homes and have become one of Scotland's main developing Registered Social Landlords. We will be completing some 600 new homes by the end of 2022, mainly for social rent.

Clyde Valley Housing Association is a Registered Social Landlord and a charity. We want to achieve the right balance of investing in new and existing homes and services with offering our customers great value for money at a price they can reasonably afford. We recognise the pressures our customers face. As we continue to grow, we are setting ourselves the challenge of keeping our costs down, increasing how efficient we are and driving up productivity.

Much is changing for our customers and for the housing sector and Scottish Government is encouraging us all to think as far ahead as 2040. There are huge challenges of achieving a carbon neutral Scotland, addressing poverty and inequality, growing numbers of older people and single households, health needs, homelessness, welfare benefit changes and the rapid development of new technology in all areas of life. We'll be doing more work on the future design of our new and existing homes to support people throughout life changes.

Ambition and a focus to deliver better drives us on a daily basis and we intend to ensure our customers experience excellent service and influence what we do, in ways that make them feel valued and understood. Over the next 2 years, our service will look and feel more responsive, modern and flexible as we use customer insight and data to drive decisions and improvements. There will be more opportunities to access services 24/7 on- line and we will continue to test and drive up the quality of our customer service and performance, including through Customer Services Excellence Accreditation.

If you're successful, I'm confident that you'll receive the warmest of welcomes and you'll feel valued as part of an exceptional team. We're a team that chooses to be positive. Getting the right work/life balance for our people is a must and we're delighted to have maintained Healthy Working Lives Gold since 2020.

Clyde Valley Housing Association wants every member of its team to realise their potential, so we can meet future challenges, spot new opportunities and deliver something exceptional for customers. We are a founder member of the World of Housing, a campaign to attract, develop and retain upcoming talent in the housing sector in Scotland. As part of this campaign, we will sponsor the successful candidate to take part in the award-winning GEM Programme, a twelve-month development and professional qualification programme for graduate talent in the sector.

We look forward to receiving your application and best of luck!

Lynn Wassell

Lynn Wassell
Chief Executive
Clyde Valley Group



ABOUT CLYDE VALLEY GROUP

Who We Are

CVHA is a Registered Social Landlord (RSL) partner in Lanarkshire and East Dunbartonshire, Our Group continues to grow and we now own around 4200 homes and provide factored services to more than 3000 owners. We are proud that people see us very much as a local and regional landlord and employer. We make a notable difference to lives and communities, including to help meet housing needs. By 2025, we'll be providing a brilliant customer experience to at least 8500 customers.

Our Vision

To provide high quality homes and services that make a difference to people's lives and their communities

Our Values

BE all about the customer

Customers are our first priority and they drive everything we do and how we do it. This means we will make sure we know our customers well, do the right thing, and always deliver on our promises.

BE ambitious

CVG and our people continue to grow and we'll always be ready for any opportunity as long as it benefits our customers. We'll support customers to realise their ambitions too.

BE driven by excellence

Our CVG team is relentless about doing better for customer, learning and focussed on improving performance, doing more for customers and reducing customer effort.

BE caring

Most importantly we're people centred, will listen and support customers and eah other. We care about getting it right for customers

Together we make the difference

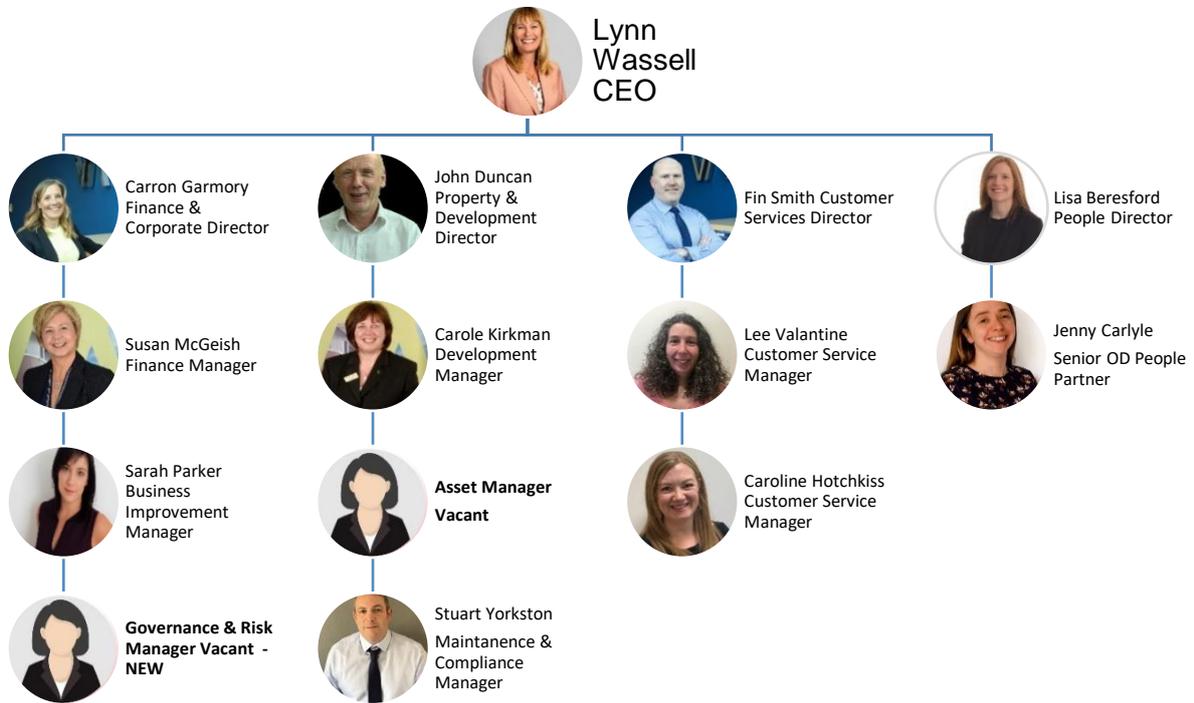
Great teamwork matters and we'll work together in enjoying what we do and making life easier for customers

*To view our corporate strategies and supporting case studies click [here](#)

*To view our short films made click [here](#)



CLYDE VALLEY GROUP STRUCTURE



CLYDE VALLEY GROUP

Role Profile

Job Title: Corporate Services Communications Graduate

Salary: £25,044 - £27,832

Duration: 2 years

Reporting to: Senior Governance and Compliance Officer

Overall Purpose:

You will be working as part of a dedicated Corporate Services team managing the communications output of the Clyde Valley Group (CVG), overseeing activities across our various communication channels and functions.

Part of your role will also be to market CVG to broaden and deepen our messaging across all our people, both internally and externally, including our local authorities and all other key stakeholders.

Key Responsibilities:

Your primary responsibility will be as a key member of the Corporate Services team. Over the course of your contract, you will be working towards the following key responsibilities in your role:

Developing and managing Communications output:

- Work with Executive team to deliver communications and marketing strategy across the entire spectrum of disciplines including: media and public relations, internal communications advertising, marketing, digital and social media and production of materials
- Report on and analyse all aspects of communications
- Support the development of key messages, creating and maintaining appropriate and consistent language and terminology across all channels
- Act as a 'brand guardian' ensuring consistency across all internal and external communications
- Keep up-to-date on best practice within the Housing Associations sector generally and particularly changes to communications innovation, legislation and codes of practice

Publications

- Lead on copy-writing and production of marketing materials and key publications including regular Newsletters and Annual Value for Money Statement and coordinate manage third-party suppliers etc design agency
- Oversee the management of a case study database and manage an internal network of 'PR Champions' to prospect stories

Digital marketing and visual content

- Support the development of a digital strategy to raise CVG's online profile.
- Manage CVG's website including generating content, making improvements to functionality maximising its potential and monitoring its performance.
- Write keyword-rich copy for the website to maximise search engine optimisation (SEO).
- Plan, create and edit high quality and informative content to maintain an active social media presence across a range of different social media platforms.
- Monitor analytics to measure and improve CVG's digital marketing activities and produce regular reports detailing social media activity to share with staff
- Manage media/GDPR permissions.
- Manage CVG's central bank of photography and video.

Marketing and communication

- Manage the production and print of marketing materials for target audiences, by writing copy, selecting imagery, ensuring accuracy and media permissions.
- Collate content for print and digital newsletters.
- Support internal colleagues with promotion for events and campaigns.

- Work with internal colleagues to develop a regular stream of stories that are promoted both internally and externally, via the press, website and social media channels.
- Conduct research, monitoring and evaluation activities to track media, competitors and the marketing environment.
- Develop a good understanding of the motivations and perspectives of key CVG audiences (e.g. prospective customers, service providers, regulatory bodies etc.) to inform content.
- Ensure consistency across all of CVG's internal and external communications.

Media relations

- Increase the organisation's profile across media, and with influencers and organisations
- Develop relationships with target media representatives and write releases, articles and statements
- Develop a media planner and keep updated with scheduled marketing and PR activities.

Internal communications

- Develop initiatives for keeping internal team informed and engaged in the communications work including running an internal PR Champions network
- Develop a variety of internal communication methods to clear messaging
- Support, develop and communicate the Corporate Social Responsibility Group and Strategy to all staff
- Analyse all aspects of communications on a quarterly basis and prepare a report to present to staff and Board.

Event Management

- Help support and organise events on behalf of CVG.
- With the support of the Corporate Team, manage the logistics of external marketing events.
- Support external marketing events through the use of video, photography, social media and promotion.
- Participate in community events, represent CVG at local meetings and support relevant community-led local initiatives in line with our strategy.

This Role Profile is intended to provide an outline of the post of Corporate Services Communication Graduate. The roles and responsibilities may alter due to changes in service delivery requirements, legislative changes, new technology or other external factors and thus, you may be required to carry out additional duties as allocated by the Senior Governance and Compliance Officer, Governance and Risk Manager or Finance and Corporate Services Director.

PERSON SPECIFICATION

Qualifications	<ul style="list-style-type: none">• Educated to degree level
Skills	<ul style="list-style-type: none">• Excellent verbal and written communication skills.• Competence in digital marketing, social media and web analytics• Up to date knowledge of marketing techniques and principles.• Excellent written and communication skills.• Excellent verbal communication and presentation skills.• Ability to work proactively, prioritise work and meet deadlines• Strong organisational and problem solving skills.• Ability to develop good working relationships internally and externally.• Ability to work flexibly and as part of a team.• Ability to use own initiative.• Highly developed IT skills• Excellent attention to detail.
Personal Qualities	<ul style="list-style-type: none">• Creative, innovative and collaborative.• Confident, enthusiastic, flexible and adaptable.• Customer and outcome focussed.• Drive, determination and personal resilience.• A passion for excellence.• Personal integrity and confidentiality.• Commitment to service excellence and continuous improvement.• Strong commitment to the ethos and values of Clyde Valley Group and the social housing sector, including principles of involvement, equality and social justice.• Strong interpersonal skills to build and maintain working relationships and work as part of a team.• Ability to follow policies and procedures and adapt to changes in working practices.• Commitment to own personal development.
Other	<ul style="list-style-type: none">• Work flexibly and outwith core hours.• Driving License

APPLICATION GUIDANCE NOTES

The initial stages of our recruitment campaign are being handled by the GEM Programme team. Please see the GEM Programme website for further details.

<https://thegemprogramme.com>

These notes are intended to help you present your application so that we understand how closely you fit what we are looking for. Please read the guidance carefully and refer to it as you make your application .

CVs

CVs must be submitted alongside a supporting statement and declaration form. CVs should ideally be no longer than two A4 pages.

SUPPORTING STATEMENT

This is one of the most important sections of your application, and it is crucial that you understand what we are looking for so that you can present your application in the best way.

Your supporting statement should be no longer than three A4 pages long and should be typed in Arial, font size 11 or similar.

Candidates are selected for interview against our person specification, which can be found within this recruitment pack. This sets out what we think are the required knowledge and experience, qualifications, skills, qualities and abilities for the job role.

It is important that you demonstrate what the person specification sets out. For example, if we said that good customer service skills were essential, we would like you to explain in what ways you display these skills and how you would apply that to the job role. Think about how you would 'sell' those skills to us to meet the criteria?

If you are selected for interview, you should familiarise yourself with the GEM Values, Skills and Attributes, which can be found in the GEM Programme Brochure on the GEM website.

REFERENCES

Please provide employment references, not character references. Your referees should be your two most recent employers, including your current employer if applicable. Make sure that you give the employment address of your referees, not their home address. References from relatives, close friends and partners are not acceptable. If your current or previous employer happens to be a relative, close friend or partner, please let us know, so that we can discuss with you whether to approach someone else for a reference instead. We will only take up references when we have decided to make an offer of employment.

If you have not previously held two jobs, or if they were a long time ago, or if you have been in education or doing voluntary work rather than paid employment, we will be happy to take references from (for example) an educational establishment or a voluntary group instead.

GUARANTEED INTERVIEW

As a Disability Confident Employer, we shall interview all disabled candidates who meet the minimum essential requirements for the post. If you tell us that you are disabled, we will ensure that we make reasonable adjustments during each stage of the recruitment and selection process and if you join us, to where and how you work.

KEY TERMS AND CONDITIONS

REMUNERATION & BENEFITS

- Competitive
- Defined pension contribution scheme (employer contribution of 9.6%)
- Flexible working opportunities
- Excellent learning and development opportunities
- On-going personal development
- Clyde Value (employee discounts and benefits)
- Health and wellbeing initiatives

HOLIDAY ENTITLEMENT

40 days leave per year (inclusive of public holidays)

WORKING HOURS

Normal working hours are 35 hours per week, based around the usual business week; however, attendance at out of hours meetings may be required from time to time.

PROBATION AND NOTICE PERIOD

- The probationary period for all roles is 6 months.
- The notice period after the probationary period is 1 month.

LOCATION

Your normal place of work will be at our office at 50 Scott Street, Motherwell, ML1 1PN, but attendance at meetings and travel across our operating area is expected. Our team are currently mostly working from home due to Scottish Government restrictions in place for the Covid-19 pandemic.

SUPPLEMENTARY INFORMATION

The following can be downloaded from <https://cvha.co.uk>

[Our Performance](#)

[Value for Money](#)

[Useful Documents and Information](#)

[Rights and Responsibilities](#)

[Corporate Strategies](#)

[Case studies](#)

[To view our Corporate Strategy short films please view our Youtube channel via our website](#)

To find out more please visit the company website: <https://cvha.co.uk>