



Communications Officer

£39,861

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About Beacon

Beacon Cymru results from the merger in January 2025 of Coastal Housing and RHA Wales: two respected community landlords with reputations for excellence, innovation and being a positive force in the communities where they work.

At Beacon we're a team in the truest sense of the word. We value relationships highly, so we invest in them daily. As a result, our workplace culture is open, trusting and respectful. It's also safe, which we think is pretty critical to encouraging new ideas and approaches.

We employ almost 380 people across south west Wales and we trust every single one of them to know, and do, their work in the way that gets the best results for residents, the local community and the planet.

Beacon owns and manages almost 9,000 homes across South Wales. We aim to be an organisation for the future; one which constantly raises the bar to deliver improved services and homes for residents. We aim to deliver a greater number of new, high-quality homes each year; we're focused on growth and investment in existing homes and services, and we're a more resilient organisation with a wider geographical reach. We currently have over 500 new homes under constructions across the regions where we operate.

Beacon vision is to provide better places for people and the planet. Our purpose is to create lasting change you can see, through affordable homes, sustainable neighbourhoods, and vibrant town and city centres.

This is supported by our digital vision, which is to use technology to support and enable our aims and priorities, and to enhance our services, communication and interaction with residents and businesses across the communities in which we work. In doing this we will endeavour to create opportunities through our digital strategy for resident focus, innovation and sustainability.



Job Title:	Communications Officer (Operations)
Place of work:	Swansea
Hours of work:	35 hours p/w
Salary:	£39,861

Our location

Operating across Swansea, Rhondda Cynon Taf, Bridgend, Neath Port Talbot and Carmarthenshire, we have the Gower's world class beaches, beautiful natural landscapes and the Welsh valley's rich industrial heritage on our doorsteps. Swansea and the wider regions where we operate offer world class educational institutions, and the ongoing regeneration across the areas in which we are based bring creativity, thriving communities and friendly places to live and work.

Job Summary

Reporting to the Head of PR & Communications, the Communications Officer will coordinate communications planning and delivery across a range of projects, services and organisational priorities. The role will develop and deliver integrated communications plans and campaigns that support Beacon's corporate objectives, engagement activity, organisational priorities and brand.

The role combines communications planning with hands-on content creation and requires the ability to balance proactive communications activity with reactive support. The successful candidate will work closely with colleagues across the organisation to deliver effective communications that inform, engage and inspire a range of audiences, while helping Beacon achieve its strategic objectives.

Portfolio Areas

Beacon is recruiting two Communications Officers who will operate at the same grade and undertake broadly similar responsibilities, with each post aligned to a portfolio of organisational activity:

Operations

This portfolio supports customer-facing services and activities, including housing services, repairs and maintenance, building safety, customer experience and resident engagement. The role focuses on helping residents and communities understand, access and engage with Beacon's services and initiatives.

Corporate

This portfolio supports organisational projects and strategic priorities, including development and regeneration, sustainability, social value, community investment, internal communications and organisational change. The role focuses on supporting engagement, participation and understanding among colleagues, stakeholders, partners and communities.

Responsibilities

Communications Planning and Delivery

- Develop and deliver integrated communications plans and campaigns that support organisational priorities, projects and service objectives.
- Work with colleagues across the organisation to identify communications requirements, opportunities and risks and develop effective communications approaches.
- Plan, coordinate and deliver integrated communications activity across multiple projects, priorities and channels simultaneously.
- Deliver communications activity across digital and offline channels, adapting content and tactics to meet internal and external audience needs.
- Identify opportunities to share organisational impact, learning and success stories with relevant audiences.
- Ensure communications activity is delivered to agreed objectives, budgets and timescales.
- Monitor and evaluate communications performance and use insight to inform future planning and continuous improvement.

Portfolio Support

- Coordinate communications planning and delivery relating to a designated portfolio of organisational services, projects and initiatives.
- Support organisational priorities, service improvements, projects and engagement activity through effective communications planning and delivery.
- Work with colleagues across the organisation to ensure communications activity supports organisational objectives and positive outcomes for residents, colleagues, communities and other audiences.
- Support planned and reactive communications relating to projects, services, consultations, events and engagement activity.
- Build effective working relationships across the organisation to identify communications requirements and opportunities at an early stage.

Content Creation

- Take ownership of day-to-day content creation requirements, producing high-quality communications materials across a range of channels including websites, social media, newsletters, publications, email campaigns, events and internal communications.
- Create clear, accessible and engaging written content tailored to different audiences.
- Create written, visual and short-form video content using a range of content creation tools and platforms, adapting formats to suit audience needs, channels and communications objectives.
- Work with colleagues and external suppliers to commission specialist creative content and assets.
- Ensure all communications content is accurate, accessible, audience-focused and aligned with Beacon's brand and tone of voice.



Audience Engagement and Communications

- Support the delivery of communications and engagement activity for residents, colleagues, communities, partners, stakeholders and other key audiences.
- Develop content that encourages participation and supports positive behaviour change.
- Support consultations, engagement activities, events and other initiatives that help achieve organisational objectives.
- Help ensure internal and external audiences receive timely, accessible and engaging information through appropriate channels.
- Build understanding of audience needs and use insight to improve communications activity and outcomes.

Welsh Language Standards

- Incorporate Welsh language requirements into communications planning, ensuring sufficient time is allowed for translation, design, approval and publication processes.
- Ensure communications activity complies with Welsh Language Standards and organisational policies.
- Work with colleagues and external suppliers to ensure timely and effective bilingual delivery.
- Support the planning and production of Welsh and English communications materials.

NB. This is not exhaustive and may change to meet the needs of Beacon Cymru Group.



Essential

Desirable

Education		
✓		Degree or professional qualification in Communications, PR, Marketing, Journalism or related discipline, or ability to demonstrate significant experience in a communications role.
Experience		
✓		Experience of developing and delivering successful communications plans and campaigns.
	✓	Experience working within housing, public sector, charity or regulated environments.
	✓	Experience supporting leadership communications and organisational change programmes.
		Experience supporting customer consultation or participation initiatives.
	✓	Experience coordinating communications for service changes, incidents or operational projects.
✓		Experience writing media releases, staff briefings or toolkits, and corporate reports.
	✓	Experience using Wordpress to update websites.
	✓	Experience using Adobe Creative Suite.
✓		Experience using audience insights, research or engagement data to shape communications activity.
✓		Experience acting as a communications lead or primary communications contact for a service area or business function.
Skills & Knowledge		
✓		Excellent written and verbal communication skills with the ability to tailor messages for different audiences and rework complex operational or technical information into plain language.
✓		Creative media skills and understanding of content production, with the ability to produce or edit images, graphics, video etc. to a high standard and familiarity with relevant tools or software.
	✓	Expertise in professional video, photography or graphic design creation.
✓		Can work with colleagues and stakeholders to identify communications needs and deliver effective communications activity.
✓		Ability to manage multiple priorities, deadlines and communications projects simultaneously, including planned and reactive activity.
✓		Familiar with website and social media management, analytics and email marketing tools, including carrying out paid social campaigns.
✓		Ability to develop communications objectives, evaluate outcomes and use insight to improve performance.
✓		Competent in Microsoft 365 applications and content creation tools like Canva, image and video editing software.
✓		Understanding of how to communicate effectively with different audiences, encourage engagement and maintain a positive organisational reputation.
✓		Ability to support bilingual communications and work within Welsh Language Standards requirements.
	✓	Welsh language skills, including the ability to create, review or proof communications content in Welsh and English.
Personal Qualities		
✓		Organised, proactive, adaptable and able to work independently and collaboratively. Comfortable balancing proactive planning with reactive communications support.

✓		Analytical and problem-solving.
✓		Interest in emerging trends in communications and technology.
✓		Emotionally intelligent with the ability to build and maintain effective working relationships, influence others and handle sensitive situations.
✓		An adaptable approach and willingness to learn and embrace new ways of working.
✓		Commitment to the vision, purpose and values of Beacon Cymru.
General		
✓		Full valid UK Driving licence
✓		Willing to travel within Beacon's areas of operation and attend site meetings, events etc. that may be held out of hours where necessary to carry out the role.
✓		Willing to undertake any training that will develop the role and themselves

Next steps

If this seems the job for you can apply online 24/7 right up until **1st November**

If you'd like to chat to us about the role before you apply, please contact Andy Elliott on 07976 592284.

You can save your application progress through our online application system so you don't need to do the entire thing in one go. We are not accepting CVs for this vacancy.

Here's a whistlestop tour of our typical recruitment process so you know what to expect:

- Complete and submit the application form online before the closing date and time shown.
- We'll review all applications and let you know whether or not you've been shortlisted.
- If you are, we'll invite you to come and meet us for an Assessment Day on 16th November 2026. Please ensure you can be available on this date prior to applying, as we will not be able to offer alternative dates.
- If you're successful, we'll make you an offer.
- Once you've accepted our offer, we'll follow up your references and check your eligibility to work in the UK – if the role requires it, we'll also carry out a DBS check.
- Once that's all done, we'll send you a contract and confirm your start date.
- Welcome to **#TeamBeacon!** There's a 6 month probationary period from your start date and your manager and HR will support you throughout.

Our benefits

Beacon offers a wide range of benefits including:



30 days annual leave, plus an additional 2 days leave at Christmas!



Enhanced family friendly leave, including paid dependency leave.



Defined contribution pension with included life assurance of 3 times your salary.



Enhanced company sick pay.



Extensive wellbeing offer.

Want to see the full range of benefits?
Visit beacon.cymru/jobs

