Role Profile

Role Title (External)	Head of Brand & Communications
Reports To	Director of Corporate Affairs
Direct Reports	TBC
Directorate	Corporate Services
Department	Corporate Affairs
Budget Sign	Responsible for budget
Location	London
Geographical Spread	National

Role Purpose

The Head of Brand & Communications is responsible for MTVH's brand, content and communications with residents and colleagues, and its Diversity Equity and Inclusion (DEI) agenda. The role owns the strategies for effective resident and internal communications and DEI, protects the brand, provides design and creative services, creates digital and social content, and delivers corporate events.

Key Responsibilities and Outcomes

Operational Management and Delivery

- Manage a team of professionals to develop plans focused on partnership, coordination and commissioning activity for a discrete service area, ensuring the provision of high-quality services that meet the needs of customers, residents and communities.
- Manage a specialised single service area of directly related activities where collaboration and partnership are required, managing resourcing and resolving operational issues to ensure agreed standards and outcomes are achieved.

Financial Accountability

- Manage a smaller delegated budget for the organisational support service area, helping to identify efficiencies and value for money opportunities to meet financial targets and protect MTVH's financial sustainability.

Governance, Risk and Compliance

- Manage risks and issues across partnership, commissioning and organisational support delivery arrangements within remit, ensuring appropriate governance, escalation and corrective action are in place to support safe, compliant and effective outcomes.
- Provide guidance to colleagues, service providers and partners on partnership, commissioning and delivery arrangements, whether delivered internally, externally or through mixed models, influencing negotiations and enabling corrective action where appropriate to ensure high-quality customer outcomes are achieved within remit.



- Hold self and the organisational support service area accountable for adherence to MTVH policies, procedures and governance requirements, ensuring effective escalation, corrective action and learning when issues arise within remit.

- **People, Leadership and Culture**

  - Manage and develop organisational support staff within remit to support a culture of high-quality performance, accountability and continuous improvement, addressing performance issues promptly and building capability to deliver strong outcomes.
  - Role model and foster a collaborative culture, working across directorates, departments and teams to break down silos, align priorities and deliver the best possible outcomes for customers, residents and communities.

- **Stakeholder, Partnership and Governance Forums**

  - Manage engagement and relationships with internal and external stakeholders, identifying opportunities for improved efficiency, collaboration and partner satisfaction across related programmes, projects and services.

- **Customer, Resident and Community Focus**

  - Ensure organisational support delivery arrangements within remit are shaped around customer, resident and community outcomes, supporting quality, transparency and positive impact.

- **Performance, Learning and Service Improvement**

  - Initiate and lead improvement programmes and projects within remit, working across MTVH and with relevant partners to share best practice, shape solutions and deliver measurable improvements in performance and outcomes, driving meaningful impact for customers, residents and communities.
  - Analyse and interpret intelligence and insight on emerging service trends, developments, risks, issues, opportunities and innovations to support service planning, budget planning, workforce planning and delivery of improved outcomes within remit.
  - Embrace and encourage change and transformation across the organisational support portfolio while ensuring continuity of service performance, financial control and statutory obligations.

Role Specific Duties

- **Resident Communications:** Set the strategy and implement the plan for clear, accessible and timely communications with residents. Coordinate planned and operational communications across services, ensuring content reflects customer needs, diverse communication requirements, regulatory transparency and MTVH's values.
- **Internal Communications:** Set the strategy and implement the plan for clear, accessible and timely communications with all colleagues. Work closely with Exec, SLT, training and development and HR teams to encourage integration across Departments and promote behaviours aligned with MTVH's values.
- **Brand & Design:** Act as the guardian for MTVH's brand architecture, visual identity, tone of voice and design standards. Provide creative and design services, approve all high-profile materials and ensure consistent use of the brand by internal teams, agencies and partners. Protect brand reputation and intellectual assets.

- **Digital Content and Social Media:** Lead content strategy, editorial planning and governance across MTVH's websites, intranet, Viva Engage, email and social channels. Ensure content is accurate, accessible, current, measurable and aligned with user experience and corporate priorities. Manage moderation, escalation and channel risk.
- **Corporate Events:** Plan and deliver corporate, stakeholder, resident and colleague events, coordinating objectives, audiences, logistics, accessibility, speakers, suppliers, risk and evaluation.
- **Diversity, Equity & Inclusion:** Oversee MTVH's DEI strategy and implementation to deliver an embedded, evidence-led and organisation-wide approach to DEI. Ensure that DEI is well supported by MTVH's wider governance, data, leadership accountability, colleague experience and resident insight. ensuring representation, inclusive language, accessibility and anti-stigma principles are embedded in campaigns, content and engagement.
- **Agency and Supplier Management:** Commission and manage creative, media, production and event suppliers, controlling quality, spend, performance and value.
- **Insight and Evaluation:** Use audience research, channel analytics, feedback and campaign evaluation to improve reach, understanding, engagement and trust.

General Responsibilities

- **Safeguarding, Safety and Compliance:** To understand and comply with MTVH's safeguarding, safety and compliance policies, procedures and processes and support a positive safeguarding, safety and compliance culture across the organisation; To participate in the emergency incident response processes and/or business continuity processes which could require you to be available outside of normal working hours.
- **Values and Professional Conduct:** Actively and effectively promote the organisation's corporate values of Care, Dare, Collaborate and Own. Role modelling appropriate behaviors and acting with the highest level of professionalism and integrity.
- **Cross-Team Collaboration and Cover:** Play an active role in contributing to effective cross-team working and provide cover for colleagues as required.
- **Confidentiality and Data Protection:** To maintain confidentiality with personal information and data regarding our customers, employees and stakeholders at all times ensuring compliance with the Data Protection Policy.
- **Health and Safety:** To comply with MTVH's Health and Safety policies, procedures, and processes and to promote health and safety compliance for all.
- **Code of Conduct, Equality and Inclusion:** To act at all times within MTVH's policies, procedures and code of conduct and uphold MTVH's commitment to Equality and Diversity.

This profile only contains the main accountabilities relating to the job and does not describe in detail all the duties and tasks required to carry them out. You may be required to perform any reasonable tasks comparable with the level of responsibility at the request of your manager. MTVH reserves the right to alter the content of this job profile to reflect changes to the organisation or the services it provides.

Date	September 2026