



Customer Engagement & Communications Officer Recruitment Pack

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1 Welcome

Hello

Welcome from the Chief Executive

Thank you for your interest in joining Westfield Housing Association as our new Customer Engagement & Communications Officer. At Westfield, we believe that great housing services are built on strong relationships, meaningful conversations and a genuine commitment to listening to the people we serve. As a community-based housing association managing 668 homes across West Cumbria, our customers are at the heart of everything we do, and their experiences help shape our priorities, services and future direction.

This is an exciting opportunity to play a leading role in strengthening the customer voice within our organisation. We are looking for someone who shares our passion for excellent customer service and who can help us ensure that tenants and residents have real influence over the decisions that affect their homes, communities and services. The successful candidate will lead customer engagement, communications and feedback activities while helping us demonstrate openness, accountability and continuous improvement.

Westfield is proud of its roots in the Workington community and of the high levels of satisfaction achieved by our dedicated team. We are a small organisation with big ambitions, where colleagues work closely together, ideas are valued and individuals can make a visible difference. This role offers the chance to work across the organisation, build relationships with customers and partners, and contribute directly to positive outcomes for our communities.

If you are an enthusiastic and creative individual who is motivated by improving services, building trust and helping communities thrive, we would be delighted to hear from you. I hope this recruitment pack gives you a sense of our values, our ambition and the important contribution this role will make to Westfield's future success.



Debbie Fox
Chief Executive

2 Key Dates and Selection Process

Application Process

To apply for the role of Customer Engagement & Communications Officer, please provide a C.V. and a statement (no more than 3 pages) on why you are the person we are looking for. Please include why you are interested in the post and the qualities and attributes that you would bring to the role, including all relevant experience.

Please email your C.V. and supporting statement, together with your completed Equality and Diversity Monitoring Form, Employment Declaration Form and Privacy Notice to hr@westfieldha.org.uk.

Please ensure your C.V. includes:

Contact Details

- Full name and address.
- Mobile telephone number and when is the best time to contact you.
- Email address.

Employment History

- Starting with the most recent, give details of current and previous employment. Include the employer name and location, your job title and main duties and your reason for leaving or wanting to leave. Please also explain any gaps in your employment history.

Education and training

- GCSE, A levels or equivalent, degree, professional qualifications or further education.
- Any current studies.
- Any professional titles and any professional bodies you are a member of.

Other Information

- Reasons for applying for the post.
- Relevant skills and experiences.
- Any outstanding disciplinary matters or other information you feel is relevant.
- Details of two referees (one should be your present or most recent employer).
- We will require confirmation you are legally entitled to work in this country.

Closing Date

Monday 24th August 2026

Interviews

Thursday 3rd September 2026

3 About Westfield

We are a small, not for profit registered provider based in Workington, West Cumbria and governed by a volunteer Board. Rooted in, and growing from our community base, we manage 668 homes and are committed to delivering high quality housing and services to local residents and communities. We are delighted that we consistently achieve high levels of satisfaction with our services and that we contribute to making West Cumbria a great place to live.

While WHA's origins lie in the provision of homes for key workers in the local iron and steel industry in the 1950s, we have diversified our services while retaining our West Cumbria focus. Our office is in the Minto Centre on the Westfield Estate, formerly an infant school which we purchased and converted as a community resource. The Centre now accommodates the Association and Footsteps Nursery.

We employ 40 staff across the Association and Footsteps Nursery.

WHA's governance structure includes the Board with responsibility for the direction and overall management of the Association, and three committees: Audit & Risk, People & Remuneration and Development. An Executive Team comprising the CEO, Finance Manager, Maintenance Manager and Corporate Services/HR Officer meets monthly to consider strategic issues and oversee operational management and reports to the Board and committees.

This new position is an exciting opportunity to strengthen our commitment to put our customers right at the heart of decisions we make about how we manage their homes and services. Working alongside our existing Customer Panel and Housing Team, the postholder will lead and develop customer involvement and insight, alongside expanding our approach to communication, transparency and engagement to fulfil the requirements of the role.

Key Documents

Key documents on our website – www.Westfieldha.org.uk:

Customer Engagement Strategy – [here](#)

Tenant Satisfaction Measures 2025/26 – [here](#)

Annual Report 2024/25 - [here](#) (Annual Report 2025/26 currently in production)

4 Job Description – Customer Engagement & Communications Officer

Responsible to:

- Housing Manager

Responsible for:

- Customer Service/Administration Assistants (1 Full-Time and 1 Apprentice – 4 days in the office/1 day off the job training per week)

Purpose of Position:

- The Customer Engagement & Communications Officer plays a central role in delivering meaningful, impactful and accessible customer involvement, consultation and communication across the Association. The postholder will ensure we listen to, understand and act upon customer feedback, using insight to shape service improvement and influence decision-making.
- The Officer will drive transparent, two-way communication with customers, ensuring they are informed about how their feedback leads to change, and champion positive stories, social value achievements, community success and the overall impact of Westfield's work.
- The Officer will coordinate the delivery of the Customer Engagement Strategy and Communications Strategy and ensure full compliance with the Regulator of Social Housing's Transparency, Influence and Accountability Standard. They will help strengthen customer experience, build trust, and support a culture of openness, accountability and continuous improvement.

Specific Duties and Responsibilities:

Customer Involvement & Insight

- Ensure tenants and residents voice and influence is visible in the delivery of services and business planning.
- Widen the range of involvement opportunities to reflect customer needs, preferences and availability.
- Develop and deliver initiatives to collect customer views, satisfaction data and insight through surveys, events, digital channels and targeted engagement.
- Analyse feedback and produce clear recommendations and progress improvements to improve services and enhance the customer experience.

- Facilitate and support the Customer Panel, including recruitment, induction, training, mentoring and monitoring the work of customer volunteers.
- Work with the Customer Panel to develop an annual work programme that maximises influence, scrutiny activity and independence.
- Support the Customer Panel to undertake targeted service reviews, gather evidence and make informed recommendations for improvement.
- Strengthen links between the Customer Panel and the Board, ensuring customer feedback is visible, understood and used to shape strategic decisions.

Communication, Transparency & Engagement

- Develop and promote flexible opportunities for residents to have their voices heard, ensuring engagement is accessible and not reliant on formal meetings.
- Develop and deliver clear, accessible and timely communication to customers about services, changes, engagement opportunities and outcomes.
- Ensure customers receive feedback following consultation or engagement activities, demonstrating “you said, we did” outcomes and building trust.
- Produce engaging content for newsletters, the Annual Report, website and social media, ensuring customer voices, case studies and positive outcomes are visible and well-represented.
- Proactively promote good news stories, community achievements, service improvements and social value outcomes to strengthen Westfield’s reputation.
- Responsible for keeping website and social media channels up to date with relevant, accurate and customer-focused information that meet the values and objectives of the organisation.
- Work with teams across the Association to ensure consistent messaging, promoting transparency and celebrating successes.

Complaints, Compliments & Learning

- Manage, record and monitor complaints and compliments in line with policy and the Housing Ombudsman’s requirements.
- Analyse complaint themes, identify learning and work with teams to embed improvements.
- Produce regular “learning from complaints” summaries and customer-friendly updates demonstrating how services have changed as a result of feedback and ensure improvements are implemented and embedded.

- Communicate outcomes and learning to tenants, colleagues and Board members to strengthen a culture of accountability and continuous improvement.

Social Value

- Collect, monitor and analyse social value data across the Association, ensuring outcomes are accurately recorded and measured.
- Maintain robust reporting systems and publish social value information internally and externally.
- Translate social value outcomes into accessible, engaging communications that highlight community benefits and the impact of partnership work.
- Work with contractors, partners and colleagues to maximise funding, opportunities and social value commitments.

Community Development & Partnership Working

- Organise and deliver inclusive community events, estate walkabouts, activities and neighbourhood initiatives that strengthen community cohesion and promote involvement.
- Support the development and sustainability of customer groups, forums and representational networks.
- Work collaboratively with internal teams and external partners to deliver projects that benefit customers and improve neighbourhoods.
- Manage the Neighbourhood Investment Fund, ensuring applications, allocation and monitoring processes deliver meaningful community outcomes.

Policy & Service Improvement

- Engage customers in the development and review of policies, procedures and service standards, ensuring customer priorities are central.
- Review service standards and local offers with customers to promote transparency, accountability and improved service delivery.
- Ensure actions arising from customer feedback are communicated, monitored and delivered.

Line Management Responsibilities

- Line manage the Customer Services/Administration Assistants, including regular one-to-ones, appraisal, performance monitoring and professional development in line with organisational policies.

General Obligations

- Promote a caring, respectful and unbiased approach to all customers, colleagues and members of the public, maintaining the highest levels of honesty, professionalism and integrity.
- Contribute proactively to the team approach across the Association and provide cover for colleagues as reasonably required.
- Promote and implement the Association's equality, diversity and inclusion policy in all aspects of work.
- Support the Association's approach to quality, identifying and contributing ideas for improvement.
- Undertake your duties in a manner that takes care of your own health & safety and that of others who may be affected.
- Undertake health and safety duties in line with all WHA's Health & Safety policies and arrangements.
- Undertake all duties and responsibilities in accordance with all other policies and procedures.
- Undertake duties flexibly, including occasional out-of-hours work to support events or engagement activities.
- Participate in training and development relevant to the role and wider organisational needs.
- Carry out other duties consistent with the scope and purpose of the role as required.

No job description can cover every issue which may arise within the post at various times and the post-holder is expected to carry out other duties from time to time which are broadly consistent with those in this document.

5 Person Specification – Customer Engagement & Communications Officer

Qualifications & Professional Knowledge

Essential

- Educated to A-Level standard or equivalent professional or voluntary knowledge and experience.
- Evidence of continuing professional development relevant to customer engagement, communications, housing, community development or customer service.

Desirable

- Professional qualification in housing, customer service, communications, community development or a related discipline.

Experience

Essential

- Experience of engaging and building positive relationships with people of all ages and diverse backgrounds, both on a one-to-one basis and in groups.
- Experience of delivering customer engagement, involvement or consultation activities.
- Experience of gathering, analysing and reporting on customer feedback, satisfaction data and service performance information.
- Experience of developing and delivering communications across a range of channels, including digital platforms, newsletters and social media.
- Experience of producing clear reports, recommendations and presentations for a variety of audiences.
- Experience of handling complaints and using customer feedback to drive service improvements.
- Experience of organising and facilitating meetings, events, workshops or community activities.
- Experience of working collaboratively with internal stakeholders and external partners.
- Experience of supporting equality, diversity and inclusion in service delivery.
- Experience of line management, supervision or mentoring staff.

Desirable

- Experience working within a housing association, local authority or social housing environment.
- Experience of supporting resident panels, scrutiny groups or customer forums.
- Experience of managing social media platforms and website content.
- Experience of measuring and reporting social value outcomes.
- Experience of managing community grants, neighbourhood funds or similar initiatives.
- Experience of working with Boards, committees or governance groups.

Knowledge

Essential

- Knowledge of the social housing sector and the importance of customer voice in service delivery.
- Understanding of community development and social value principles.

- Knowledge of data collection, analysis and performance reporting.

Desirable

- Understanding of customer engagement and involvement principles and good practice.
- Knowledge of complaint handling principles and the role of organisational learning in service improvement.

Skills & Abilities

Essential

- Excellent communication skills, both written and verbal.
- Ability to engage effectively with a diverse range of customers and stakeholders.
- Strong interpersonal skills with the ability to build trust and positive relationships.
- Ability to analyse information, identify trends and make evidence-based recommendations.
- Ability to produce high-quality customer-focused communications and reports.
- Strong organisational and project coordination skills.
- Ability to manage competing priorities and meet deadlines.
- Competent in the use of Microsoft Office applications and digital communication platforms.
- Ability to facilitate meetings, discussions and engagement activities effectively.
- Ability to motivate, support and develop team members.
- Ability to work independently and take initiative while contributing positively as part of a team.

Desirable

- Ability to use survey and engagement software to gather and analyse customer feedback.
- Skills in creating engaging digital content, case studies and promotional materials.
- Ability to interpret performance information and present findings in an accessible and meaningful way.

Personal Attributes

Essential

- Commitment to delivering excellent customer service.
- Professional, approachable and respectful manner.
- High levels of integrity, accountability and confidentiality.
- Positive, proactive and solution-focused approach.
- Commitment to equality, diversity and inclusion.
- Flexible approach to working, including occasional evening or community-based activities.

Other Requirements

Essential

- Ability to travel within the Association's operating area and to meetings, visits and partnership work as required.
- Carry out all duties in line with confidentiality and data protection/GDPR guidelines and legislation.
- Commitment to ongoing training and professional development to support the role.

6 What you will get in return

Position

Customer Engagement & Communications Officer - full-time – 35 hours per week - Monday to Friday

Salary

The annual salary for this post, based on 35 hours per week is £36,680 p.a. (35 hours per week).

Annual Leave

25 days per annum increasing by one day per annum up to 30 days maximum, plus bank holidays and three nominated days at Christmas/New Year for full-time staff/pro rata for part-time staff.

The annual leave year is 1st April to 31st March and there is provision to buy/sell up to 5 days/one working week’s leave at the start of each year for full-time staff/pro rata for part-time staff.

Place of Work

The Association’s office is The Minto Centre, Nilsson Drive, Westfield, Workington, Cumbria, CA14 5BD.

Working Hours

Full-Time (35 hours per week) – Monday to Friday 9.00 am to 5.00 pm including a one hour unpaid lunch break.

Although not contractual, the Association is currently operating the option of a reduced unpaid lunch break to enable a 4.00 pm finish on the final day of the working week.

Pension Scheme

All qualifying employees are auto enrolled into a qualifying scheme. Westfield Housing Association is currently using the Social Housing Pension Scheme managed by TPT Retirement Solutions; the employee contribution rate is 5% to 7.5% of salary with the Association contributing twice the employee rate (up to a maximum of 15%). Employees are also able to voluntarily increase their monthly contribution rate.



1. It is the Association's policy that disabled people should have full and fair consideration for all job vacancies for which they are suitable applicants. This means that all applicants with a disability who meet the minimum criteria for a job vacancy will be interviewed and considered on their abilities.
2. The Association will continue to maintain in employment, wherever practicable, employees who become disabled during their working life and will help with their rehabilitation and retraining.
3. The Association wishes to help disabled people to realise their full potential by ensuring that they receive equal consideration for career development and promotional opportunities.
4. Wherever practicable, the Association will modify job requirements, procedures or equipment to make full use of an individual's ability.
5. In order to make this policy work effectively, close links will be maintained with the local Disability Employment Adviser and other specialist voluntary bodies, where appropriate.