

<b>Job Title:</b>	PR & External Affairs Lead
<b>Responsible to:</b>	Marketing and Brand Director
<b>Role Type:</b>	Permanent / Full time

## The role

As our PR & External Affairs Lead, you'll shape how Magenta Living is seen and understood across Wirral, the Liverpool City Region and beyond, building trust through honest, compelling stories about our homes, people and communities. We're never short of great content at Magenta - your role is to bring it to life and make sure it reaches the right audiences. You'll also provide clear, confident communication when things are fast moving or sensitive. Leading our approach to reputation and media so Magenta is recognised as an influential and trusted partner driven by doing the right thing and empowering people.

## What you'll be doing

### Media and storytelling

- Develop and deliver our PR and media strategy, aligned to organisational priorities
- Build and maintain strong relationships with local, regional and national media
- Lead proactive storytelling that shines a light on our customers, colleagues and communities
- Write clear, engaging content for senior leaders, including statements, articles and media comment
- Support and coach colleagues and leaders to act as confident spokespeople and brand advocates aligning to our key messages
- Lead external communications during incidents and sensitive issues, working within our crisis and business continuity approach
- Working with Marketing and Brand Director to provide clear, practical advice to senior leaders on reputational risks, helping them respond with confidence
- Use insight and feedback to track the success of our communications, sharing clear, simple reports that help improve what we do.

### Stakeholder engagement

- Lead on the delivery of our stakeholder engagement approach, to support building strong and trusted relationships across key partners
- Deliver our bi-monthly stakeholder e-newsletter, ensuring content is relevant, engaging and aligned to priorities
- Work closely with teams across Magenta to plan communications and manage stakeholder expectations, particularly for high-profile or sensitive activity
- Support place shaping, development and regeneration programmes through proactive external engagement

- Monitor policy, local issues and sector trends, turning insight into clear, practical recommendations
- Identify opportunities to strengthen our profile and influence, positioning Magenta as a trusted and credible partner.

## **Business partnering**

- Build strong relationships with senior leaders and teams across Magenta, acting as a trusted communications partner
- Work with colleagues to identify and share positive stories that strengthen our reputation
- Collaborate with Marketing and Brand colleagues to ensure a joined-up and consistent approach.

## **What you'll bring**

### **Skills, knowledge and experience**

- Able to think strategically, linking communications activity to wider organisational priorities
- Strong experience in PR, media relations and reputational communications
- Confident advising senior leaders on sensitive or high-profile issues, with sound judgement
- Strong awareness of political, local and sector context, and how it affects our work
- Ability to build trusted relationships quickly, both internally and externally
- Strong judgement on what makes a good story and what matters to different audiences
- Excellent writing skills, using clear, plain English that feels human and on brand
- Calm, organised and able to prioritise in fast-moving or high-pressure situations, balancing proactive work with reactive issues
- Strong understanding of how to measure and report on communication activity, using insight and feedback to show impact and drive continuous improvement.

### **Advantageous**

- Experience in social housing, public affairs or the public sector
- Experience supporting regeneration, development or place-based activity
- Crisis communications training or strong hands-on experience.

## **The difference you'll make**

A stronger, clearer profile for Magenta across Wirral, the Liverpool City Region and beyond, with meaningful media coverage that reflects what matters to local people. Confident, well-prepared leaders feel supported and ready, and strong, trusted relationships with partners and stakeholders mean earlier engagement, fewer surprises and better planning. Reputational risks are spotted early and handled well, helping position Magenta as a trusted and influential partner that makes a real difference for people and communities.

## OUR PURPOSE

# Empowering people

## OUR VISION

<b>Homes of love</b> 	<b>Communities full of life</b> 	<b>World full of possibilities</b> 
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## WE VALUE

# Doing the right thing!

## OUR BEHAVIOURS



**Put  
people first**



**Be  
brave**



**Work  
together**