

The Opportunity

Liverpool City Region Housing Associations (LCRHA) is seeking an experienced freelance Marketing & Communications specialist to lead a coordinated programme of strategic communications activity that elevates our collective voice and impact.

This is a commissioned engagement (approx. 2 days per week) focused on delivering high-impact campaigns, strengthening brand presence, and influencing stakeholder perception across the Liverpool City Region and beyond.

Background

LCRHA is a collaboration of 23 housing associations working together to improve housing and community outcomes across the Liverpool City Region. Over the past six years, the partnership has built a strong identity and established a compelling narrative around its collective ambitions and achievements. The next phase is to strengthen and amplify that voice, showcasing the significant impact member organisations already deliver within their communities while demonstrating how, through collaboration, the partnership can achieve even greater influence, reach and outcomes. By telling powerful stories, evidencing impact and raising the profile of the sector, LCRHA can position itself as a leading voice for housing and communities across the region.



About LCRHA

- Who we are: A network of housing associations working together to improve housing and community outcomes across Liverpool City Region
- Our mission: To provide safe, affordable homes and create thriving communities
- Our values: Collaboration, integrity, innovation, and social responsibility
www.LCRHA.co.uk



Scope

The appointed consultant will be responsible for designing and delivering a strategic, insight-led marketing and PR programme, including:

1. Strategic Communications & Positioning

- Develop a clear, differentiated communications strategy for LCRHA aligned with the developing Communications and Influencing Strategy
- Refine messaging and narrative to resonate with key audiences
- Identify opportunities to position LCRHA as a leading voice in regional housing and placemaking

2. Campaign Development & Delivery

- Plan and execute integrated campaigns across owned, earned, and shared channels
- Create compelling content (press, digital, stakeholder communications and event management)
- Coordinate campaigns aligned to key policy moments, programmes, and initiatives

3. Media, Influence & Stakeholder Engagement

- Build and leverage media relationships across regional and sector press
- Increase positive coverage and thought leadership presence
- Identify and facilitate engagement opportunities with key stakeholders and influencers

4. Brand & Reputation

- Strengthen consistency and visibility of the LCRHA brand
- Support reputation management and proactive storytelling
- Ensure communications reflect the collective impact of the group

5. Insight, Performance & Reporting

- Establish simple but effective success measures
- Monitor engagement, coverage, and campaign performance
- Provide regular, insight-led recommendations to optimise activity



Key Deliverables

- 2 year communications strategy and delivery roadmap aligned with our developing Communications and Influencing Strategy
- Quarterly targeted stakeholder e-newsletters
- A pipeline of campaigns and media moments
- Weekly social media content creation
- Event management – key targeted sector specific events
- Regular content output (press, digital, stakeholder)
- Quarterly performance reporting with actionable insights
- Evidence of increased visibility, engagement, and influence

Essential Experience

We are looking for a highly credible, hands-on specialist who can operate both strategically and tactically:

- Proven track record in marketing, PR, and campaign delivery across the LCR (public sector / housing / not-for-profit desirable)
- Strong copywriting, storytelling, and media relations skills
- Proven multi-channel content creation ability
- Established contacts within the Liverpool City Region and/or relevant media landscape
- Able to work independently, shape direction, and deliver at pace
- Experienced in stakeholder engagement and influencing across complex partnerships

Contract

- **Commission:** Approx. 2 days per week
- **Duration:** Up to 24 months
- **Location:** Hybrid – with quarterly and adhoc in-person meetings across the LCR
- **Start:** 1st August 2026



What Success Looks Like?

- A stronger, more visible LCRHA brand across the region
- Increased positive media coverage and stakeholder engagement
- Clear, consistent messaging across all communications
- Demonstrable influence in shaping housing and community narratives

If you are passionate about storytelling, skilled in media relations, experienced in delivering impactful campaigns and understand a little about the dynamics of the sector across the LCR then we invite you to join us in making a lasting difference.

For further information, please contact:

Sharlene McAteer - sharlene.mcateer@livvhousinggroup.com

If this sounds like an opportunity that would be of interest get in touch.

In your submission you will need to outline:

- Relevant experience and examples of similar commissions
- Approach to delivering the scope outlined
- Availability and day rate

All submissions should be emailed to:

Sharlene.mcateer@livvhousinggroup.com

By 5pm on Tuesday 17th July

Planned in-person interview dates TBC

Contract start: 1st September 2026

