

# Heylo Readers' Panel

Role Profile



## Role:

Readers Panel Role Profile

## Role Specification:

- The Readers Panel seeks to ensure Heylo customers are involved in shaping the overall content and delivery of Heylo marketing and communications materials to new and existing customers and scrutinize the performance of ResiManagement Limited (the managing agent for delivering the Heylo Group services) in relation to marketing and communications which are customer facing or impact our customers.
- Through this role, Heylo will obtain residents views on how we communicate with them and enable Heylo residents to determine our Heylo customer facing related marketing and communications.

## Key Attractions

To deliver this purpose, the Readers Panel will:

1. Support in the design and delivery of a new Heylo 'Readers Panel Charter' which will aim to ensure Clarity, Accessibility, Simplicity and Transparency in all our communications to our customers.
2. Monitor all marketing and communications that they see as a HHRP customer and make recommendations for improvements aligned to the Readers Panel charter.
3. Review and scrutinize marketing and communications materials created for new and existing HHRP customers before they are published or advertised, ensuring they are in keeping with the Charter.

## Skill and Experience

- No formal qualifications are needed but we are looking for residents who have a good command of both written and oral English and who might have been involved in some form of documentation or communications review previously.
- Some of the communications we share might be confidential until approved for publication and so we also require residents who understand and respect confidentiality.
- Sometimes we may not have much time to share documentation for review and so we need residents who are able to meet deadlines.
- Similarly, we hope to work constructively with our residents to improve our services, so would ask our Readers Panel members to be honest and constructive and have a genuine interest in helping us to improve Heylo's services.
- We would ask our Readers Panels to commit to supporting us over a 12 month period with the opportunity to renew their involvement on an annual basis thereafter. Although no employment relationship is being established, and we are unable to confirm how many requests for Reader Panel review we may make, we ask members to agree to take on at least two tasks every year which we expect should take no more than a couple of hours of your time for which we will issue a **£15 Amazon voucher**.

## Eligibility

- Any resident living in a Heylo Housing Registered Provider property can apply to join the Readers Panel but due to the need to avoid conflicts of interest in the execution of the Readers Panel responsibilities, those who are involved in any legal, arrears, possession or ASB action or proceedings against/by the Heylo or ResiManagement will not be eligible to partake in Reader Panel activities until that matter has been fully resolved.
- We are always looking to attract residents from all backgrounds, age groups and protected characteristics and from across the all localities where Heylo operates. We welcome applications from those who identify as having protected characteristics as well as from all locations of England and Wales.



heylo and heylo housing are trading names of heylo housing group limited (registered in England and Wales with company number 11104403) and its subsidiary companies.

The Registered Office of each of the group companies is 6 Wellington Place, 4th Floor (Ref: CSU), Leeds, LS1 4AP

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