

JOB TITLE:	COMMUNICATIONS OFFICER
JOB HOLDER:	NEW POSITION
DATE UPDATED:	JUNE 2023
REVISION (Office Use):	VERSION 1

1 MAIN PURPOSE OF THE JOB

The role will focus on the delivery of content across our digital landscape.

2 POSITION IN ORGANISATION

- Reports to the Head of Content and Communications.
- Part of the Marketing Department.
- Strong partnership with Digital, Data and Technology Teams.
- Works collaboratively with all CIOB colleagues.

3 DIMENSION & LIMITS OF AUTHORITY

- To act on own discretion in resolving any issues that arise during day-to-day operations.
- Financial responsibility at an agreed level.

4 SKILLS, KNOWLEDGE AND EXPERIENCE

- Skilled communications professional who is digitally savvy with experience in creating engaging content for websites, apps and social media.
- Impeccable written and verbal communication skills.
- Adept at making digital graphics.
- Experienced in digital publishing and content management systems (WordPress and Drupal).
- Sound knowledge of SharePoint and Office 365 Apps.
- Confident and able to influence at all levels of seniority, possessing effective stakeholder management skills.
- Excellent project management and organisational skills.
- Creative, challenging and can demonstrate initiative.
- Well-rounded analytical skills and knows how to measure, evaluate and report on content and communications objectives.
- Role model and team player.
- Excellent IT skills.

5 DUTIES & KEY RESPONSIBILITIES

Online content production (60%)

- Take charge of content updates and content changes for CIOB websites. Delivering a highly responsive and proactive service to the rest of the business.
- Ensure content that appears on our websites is on brand and accessible, maintaining our AA rating.
- Employ a full range of SEO techniques to attract more traffic to our websites from various search engines.
- Support the training of other CIOB staff to help colleagues publish digitally engaging content to CIOB websites.
- Challenge and improve our online content.
- Work closely with the Digital, Data and Technology Team to improve the user experience of our online audiences.

Internal communications (30%)

- Keep us connected and informed by driving forward the development of our SharePoint Intranet. Enhance our user experience and unlock relevant functionality.
- Support internal communications with exciting content and messaging that reveals successes, ideas, and must-have information.
- Create an effective content library that enables colleagues to self-serve content requests.

Reporting (10%)

- Monitor and measure the performance and effectiveness of content and communications making recommendations for enhancements.
- Support the production of department updates and papers for various boards and meetings.
- Other activities as and when required.

Measures of success

- Channel and content engagement
- Campaign success rates
- Colleague awareness and feedback
- Delivery to budget