

JOB TITLE:	COMMUNICATIONS OFFICER - EMAIL
JOB HOLDER:	
DATE UPDATED:	OCTOBER 2025
REVISION (HR Office	

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## 1 MAIN PURPOSE OF THE JOB

The Communications Officer (Email) will be responsible for planning, producing, and delivering engaging and effective e-comms and SMS that strengthen CIOB's relationship with members, stakeholders, and wider audiences. The role will ensure our electronic communications are timely, relevant, visually consistent with brand guidelines, and aligned with organisational priorities.

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## 2 POSITION IN ORGANISATION

Reporting to the Communications Manager the role involves working closely with the Marketing Programmes, Digital and Membership teams. The role will involve collaboration with colleagues throughout the business.

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## 3 DIMENSION & LIMITS OF AUTHORITY

Reporting to Communications Manager. No budget responsibility

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## 4 SKILLS & EXPERIENCE

- Strong writing and editing skills with attention to accuracy and tone
- Experience of creating and delivering e-comms using tools such as Dotdigital, Mailchimp, or Campaign Monitor.
- Hands-on experience creating email designs that are clear, user-friendly, and accessible to all audiences
- Ability to manage multiple projects and meet deadlines.
- Confident in using data and insights to measure performance and improve results.
- Comfortable working with CRM systems and managing subscriber lists, including segmentation.
- Knowledge of GDPR and good practice around email consent and data management.
- Collaborative approach, with the ability to work well with colleagues across different teams.
- Awareness of current trends in email marketing and a willingness to test and try new ideas.
- Experience in a membership body, charity, or not-for-profit organisation (desirable).
- An interest in or knowledge of the built environment sector (desirable)

## 5 DUTIES &amp; KEY RESPONSIBILITIES

<b>Planning and production</b>	<b>70%</b>
<ul style="list-style-type: none"> <li>• Take the lead on CIOB's email channel. Challenge and improve how we approach email communications, making sure our readers always get the best possible experience.</li> <li>• Plan and manage the editorial calendar, making sure content is timely, relevant, and on brand.</li> <li>• Write, edit, and produce emails that are clear, engaging, and accessible.</li> <li>• Work with colleagues across the organisation to gather content, align priorities, and keep messaging consistent.</li> <li>• Source brand appropriate visuals and tailor messages to different audiences, following accessibility standards and our own guidelines.</li> <li>• Sign off on final copy and design, ensuring quality and consistency.</li> <li>• Monitor performance, share insights, and test new ideas to keep improving how we communicate.</li> <li>• Keep up to date with trends in email, SMS, and digital communications, bringing fresh thinking to the team.</li> </ul>	
<b>Data, Personalisation &amp; User Experience</b>	<b>30%</b>
<ul style="list-style-type: none"> <li>• Work with DDaT, membership, and marketing teams to integrate our email and SMS systems into CRM.</li> <li>• Champion best practice in data handling, automation, and personalisation, with a clear focus on GDPR compliance.</li> <li>• Use data and audience insights to segment, personalise, and automate communications.</li> <li>• Lead the development of email/SMS guidelines and best practice, ensuring they support CIOB's wider strategy.</li> <li>• Champion user experience in email; using metrics, A/B testing, and feedback to refine content, design, and delivery.</li> <li>• Make sure emails and its supporting platforms (Dotdigital) represent the CIOB brand consistently.</li> </ul>	

This is not an exhaustive list of responsibilities involved in the role and the CIOB reserves the right to change the scope of job in line with the operational requirements.