

# Content and Communications Manager

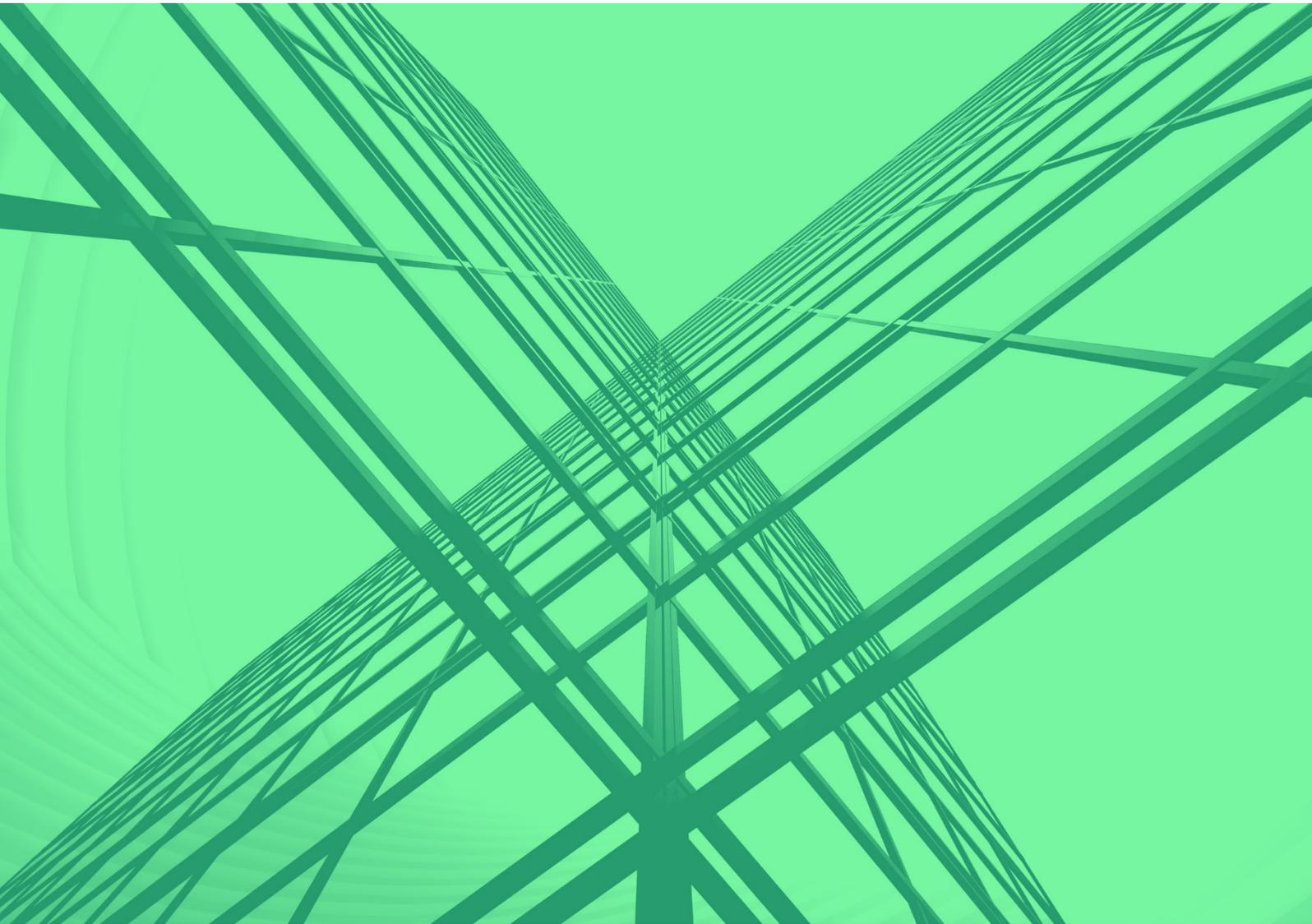
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## **CANDIDATE PACK**

**Full time**

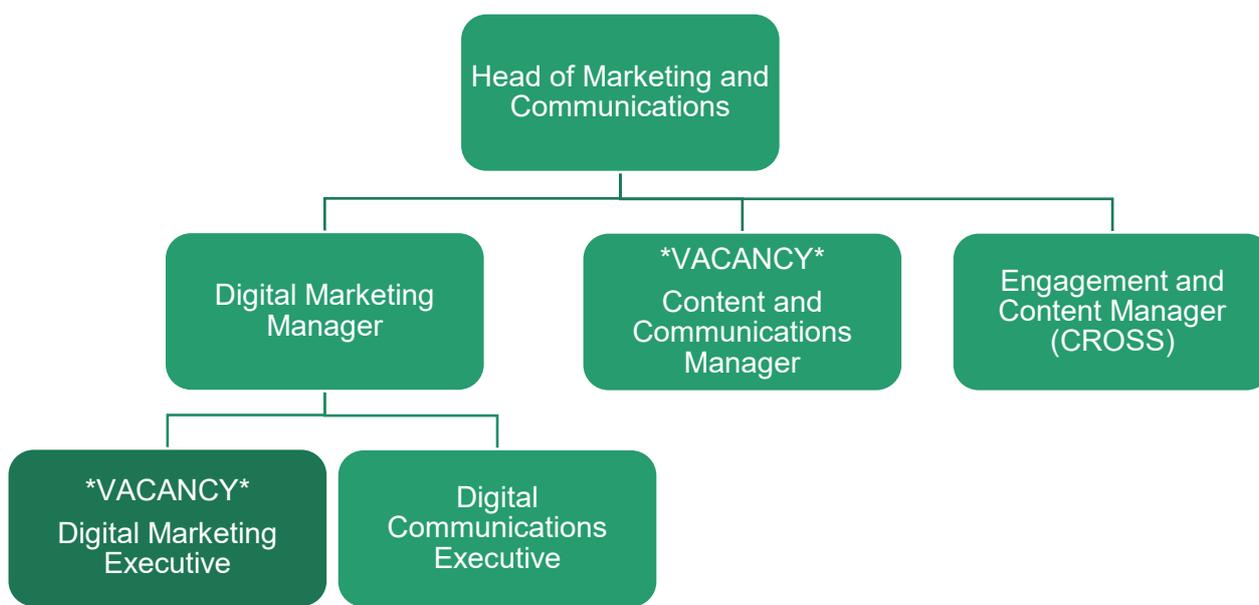
**35 hours per week**

**Fixed term**



## The Marketing and Public Relations Team

Our Marketing and PR team are a team of 6 that report into the Chief Operating Officer.



The Institution of Structural Engineers is the world's largest membership organisation dedicated to the art and science of structural engineering. We are a recognised source of expertise and information concerning all issues that involve structural engineering and public safety within the built environment. Our diverse team of circa 65 staff support a member base of 32,000 across 105 countries. Our reach and accessibility continues to extend through the effective deployment of digital solutions to develop and support our membership.

We are searching for a Content and Communications Manager who will play a pivotal in our ongoing digital transformation. You will be the guardian of our brand and website; making sure all content is on-brand and performing well. In addition to creating and coordinating content, you will manage and develop our social media strategy and manage the Institution's press and public relations activity.

Part of this role will include managing the digital editors group, formed from colleagues with different technical specialisms across the organisation. In addition to managing their training programme you will support and advise the Digital Editors in the development of content and use of the CMS (Kentico).

You will have a strong understanding and experience of digital comms and content development and the ability to support and mentor colleagues in the development of these skills. Excellent communication skills with demonstrable experience of managing a brand are imperative. Experience of working with and managing PR agencies and PR advice is also essential. You will have solid IT skills including experience of using CMS, EMS, CRM, Adobe, and SEO tools. The ability to communicate effectively verbally and in writing is critical, as is the sensitivity to work collaboratively with others to achieve Institution needs.

## Why work for the Institution?

Working for the Institution of Structural Engineers is an opportunity to learn, develop and make a difference.

Join our team of approximately 65 employees and help support our vision to lead, support and nurture the development of structural engineering worldwide.

Our head office is only a short walk from Barbican, Old Street and Farringdon. It's bright, modern and open plan, supporting a collaborative environment.

We pride ourselves on the flexibility we can provide to our staff and offer a wide variety of benefits to enhance your work life balance and wellbeing as detailed later in this pack.

To thrive with us, bring:

- An open-minded and flexible approach. Enhance our diverse and inclusive team.
- A creative attitude to work. Help us strengthen and improve in a workplace where you are encouraged to innovate and share new ideas.
- Enthusiasm and commitment. Provide our members with the best service possible to maintain our worldwide respected status.
- A friendly and communicative approach. Fit in to our small organisation where staff know each other well and strive to work collaboratively.
- The ambition to take on new challenges. We always look to the future to embrace change, so we continue to evolve.

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## Job description and person specification

### 1. Job details

<b>Job title:</b>	Content and Communications Manager
<b>Reports to:</b>	Head of Marketing and Communications
<b>Date:</b>	April 2021
<b>Location:</b>	The Institution's HQ, London or elsewhere as reasonably required.

### 2. Job purpose

To guide the editorial direction for digital channels.

To manage owned (website, social, newsletters) and earned channels (link/content swaps, digital pr), and co-ordinate closely with the Digital Marketing Manager to make sure all communications and channels are joined up.

To be the guardian of the Institution's brand voice ensuring that all content is on-brand.

To ensure that all technology platforms support content and communications work.

To manage the Institution's press and public relations activity including management of outsourced PR (eg Structural Awards) and incoming media inquiries.

To monitor and provide regular reporting on content and communications performance.

### 3. Role and responsibilities

1. Develop and implement the editorial calendar (from annual business planning) across owned and earned channels, making sure the calendar is aligned to the content strategy, digital transformation research report and content plan.
2. Create and co-ordinate content according to the editorial calendar, working with staff, members and paid external expertise to develop content as required.
3. Propose, manage and report on the content creation budget.
4. Manage and develop the social media strategy. Work closely with other teams to ensure a joined-up approach to content across channels, outlining transitional plans as required.
5. Be responsible for newsletter creation using email marketing tools. Periodically review existing communications and propose better ways of delivering content or engaging with particular audiences.

6. Manage owned channels day-to-day and ensure that content is effectively deployed to channels. Ensure this is co-ordinated with paid channel work led by the Digital Marketing Manager. Ensure all content is brand compliant.
7. Monitor social media and have processes in place for handling social media activity to maintain and enhance the Institution's reputation.
8. Develop earned channels, identifying and targeting third parties that can help to expand the Institution's digital reach, develop contra-deals, and generate guest content.
9. Work collaboratively with colleagues in the Marketing team to ensure content and marketing plans are harmonised and support each other.
10. Review the entire activity of the Institution and develop editorial themes around this activity; exploring with other teams how much scope there may be to change timings to better suit content and marketing objectives.
11. Champion the Institution brand and maintain its integrity and consistency across all content.
12. Manage the Digital Editors Group (Digital Editors are colleagues across the business that have been trained to develop online content for their department). Develop guidelines and manage the Digital Editor training programme. Co-ordinate content posted by Editors. Be an exemplar of best practice and a source of advice for Editors. Be the final arbiter of published content, making sure all content complies with the brand voice, guidelines and strategy.
13. Work closely with colleagues in the Digital and Data team to make sure that technology platforms including the CMS and the CRM support the delivery of content and that UX and journeys are optimal and content and structure work harmoniously.
14. Work with the CEO and Head of Marketing and Communications to develop the PR strategy and agree 'terms of engagement' for different scenarios. Develop a programme of proactive PR activity aligned to the strategy, working in conjunction with Regional Groups and colleagues in other teams.
15. Provide advice to senior members, staff and Regional Groups on press relations, and provide proactive and reactive PR support as required. Ensure media are invited to relevant Institution events and activities. Provide training as appropriate.
16. Develop and maintain a list of media spokespeople and regular content contributors covering the main areas of media interest.
17. Manage the ongoing relationship with PR agencies. Manage the PR budget and ensure sufficient forward business planning to ensure appropriate allocations are made.
18. Develop reporting for content, channels and communication, including regular channel performance reporting, 'per campaign' performance, and media monitoring using tools such as Meltwater, Kantar or Vuelio.

#### **4. General responsibilities**

1. Network and build positive working relationships, attending relevant conferences, as required.

2. Attend and proactively input into team meetings and present regular updates to the wider team on performance.
3. Make suggestions for improving processes, systems etc. which support the efficiency and stability of the Institution. As directed, contribute to income generating activities on behalf of the Institution, mobilising fully your expertise to the commercial benefit of the Institution.
4. Comply with all Institution Policy and Procedures.
5. Any other reasonable ad hoc duties as requested.

### 5. Communications and working relationships

1. All members of the Institution including panel and committee members and task group members.
2. All employees of the Institution.
3. Non-members, including educators, students, general public/lay audience.
4. Content creators – copywriters, engineers, designers, videographers, illustrators, etc.
5. Press and media.
6. External bodies especially other professional institutions and engineering bodies – RIBA, RICS, CIBSE etc.

### 6. Knowledge, skills and experience required

Criteria	Essential/Desirable
<b><u>Qualifications and Knowledge</u></b>	
Educated to degree level or equivalent.	E
Understanding of digital communications and content development for digital channels, including writing for the web and SEO.	E
Knowledge and understanding of the structural engineering industry, and how structural engineering links with architecture and construction.	D
Demonstrable interest in the built environment and engineering in general.	D
An understanding of membership organisations or professional bodies.	D
<b><u>Skills</u></b>	
Excellent organisational skills, able to work independently with minimal supervision and managing a multi-stream workload. Ability to work under pressure to meet tight deadlines.	E
Excellent written and oral communication skills; able to present and explain detailed information clearly and succinctly.	E

Criteria	Essential/Desirable
Attention to detail, accuracy, and ability to check detailed information, and to critique own work and the work of others.	E
Excellent interpersonal skills with the ability to present an (editorial) strategy and gain consensus for that vision.	E
Ability to support and mentor members and colleagues across the business and influence at all levels to ensure online content is aligned to the content strategy.	E
Persuasive and influential, able to build and develop professional networks.	E
Flexible and resourceful and able to work in a small team and collaborate with other departments and parties	E
Appetite to learn, build on knowledge and current experience to influence the structural engineering industry.	E
<b>IT Skills:</b>	
Word/Outlook/Excel and PowerPoint to Intermediate/Advanced standard	E
Competent use of the full Adobe Suite, including Illustrator and InDesign.	E
Website Content Management Systems (CMS) and Enterprise Marketing System (EMS), ideally Kentico.	E
CRM systems – ideally MS Dynamics	E
SEO tools – eg SEMRush	E
Channel performance reporting tools – GA, Hootsuite, etc.	E
Media monitoring tools - eg platforms such as Kantar, Cision, etc.	E
Project management system – eg Wrike.	E
<b>Experience</b>	
Producing content for digital channels; managing suppliers to create content; developing contra-deals, presenting complex technical information in an accessible and engaging way.	E
Using a CMS/EMS/social tools to create and schedule content, and to tag content for search/personalisation/tailoring; reviewing submissions from other teams to ensure compliance with brand and content rules.	E
Supporting content strategy, development of communities, editorial and content planning.	E
Managing a brand	E
Leading and managing an Editorial Group or similar, writing content guidelines, moderating content, ensuring compliance with brand.	E
Working with and managing PR agencies.	E
Managing a budget	E
Providing PR advice and support ideally to a professional and technical audience; (ideally gained in a membership organisation or equivalent)	E (D)

Criteria	Essential/Desirable
Writing creative and engaging press releases, news articles etc. (ideally of a technical nature)	E (D)
Reporting on activity performance – developing reporting systems and sharing with colleagues within the Marcomms team and more widely with internal client teams	E
<b><u>Other</u></b>	
The job holder may be required to travel in the UK to support regional group meetings which may include an overnight stay.	

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This job description does not form part of the contract of employment and may be subject to change.

## Salary and package details

Salary: circa £39,000 gross per annum subject to experience

Contract type: Fixed Term 9 months

Full time – 35 hours a week within a flexi-time system

Benefits: The Institution offers the following non-contractual discretionary benefits including:

From the join date:

- 23 days annual leave per annum plus bank holidays, rising with service
- Flexible working system whereby additional hours worked may be accrued and taken as flexi-leave
- Life Insurance – death benefit subject to scheme eligibility rules

From three months:

- Participate in the Institution's pension plan arrangements

From the successful completion of the probation period\*, whilst provided at the Institution's discretion, may be subject to scheme eligibility rules:

- Private Medical Insurance
- Health Cash Plan
- Permanent Health Insurance
- Reimbursement of one membership subscription to an agreed appropriate professional association, including this Institution

The Institution reserves the right to exercise its discretion to amend or withdraw any or all of the above benefits.

\*Probationary periods are currently 6 months as detailed in the contract of employment

## How to apply; the recruitment process

Applicants should submit their up-to-date CV demonstrating how they meet the knowledge, skills and experience required for the role as depicted in the job description along with a cover letter of no more than 500 words advising why they are interested in the role and why they feel they are suitable.

To apply contact [hr@istructe.org](mailto:hr@istructe.org)

On receipt, your application will be sifted and assessed against the criteria for the role. All successfully shortlisted candidates will be contacted by telephone and invited for interview. We reserve the right to close or extend this position depending on application numbers. Therefore, we would urge candidates to apply as soon as possible.

*If you have not heard from the Institution within two weeks of your application, it is with regret that you have been unsuccessful on this occasion. Due to the volume of applications we receive we cannot write to all applicants.*

The Institution does not hold a visa sponsor licence; therefore, applicants must possess a current right to work in the UK. Regrettably, applicants who do have the right to work in the UK and/or require visa sponsorship in order to continue working in the UK cannot be considered.

The selection process will consist of a job-related assessment followed by an interview with the Head of Marketing & Communications and another member of the Institution's management team. The interview will consist of competency questions designed to test your skills and experience required for this role. It also gives you the opportunity to ask any questions you may have about the role, the team or the Institution.

Applicants will be asked to specify whether there are any reasonable adjustments needed for them to participate in a selection process. Wherever possible and reasonable, we will meet any declared needs.

A second interview or assessment may be applicable.

## The Institution of Structural Engineers

With over 32,000 members working in 105 countries, we are the world's largest membership organisation dedicated to the art and science of structural engineering.

The Institution is an internationally recognised source of expertise and information concerning all issues that involve structural engineering and public safety within the built environment.

The core work of the Institution is to support and protect the profession by upholding professional standards and acting as an international voice on behalf of structural engineers.

### Governance

The Institution of Structural Engineers is governed under its Royal Charter, bye-laws and the applicable regulations.

The Institution Council consists of the President, Vice-Presidents, past Presidents, representatives of regional groups and members who are elected for a period of three years. The Institution is supported by an executive of 65 staff. The Board is the governing body of the Institution. Its members are the Institution's Trustees.

### Our values

We strive towards a structural engineering profession that is built on competence, accessibility, and community.

#### Competence

Championing competence is at the core of everything we do.

We offer a wide range of opportunities for our members to develop, refresh and extend personal competencies. We also help members specialise by offering tailored courses, resources and specialist qualifications.

#### Accessibility and diversity

We are committed to making the structural engineering profession more accessible. We are constantly reviewing our routes to membership to provide flexibility in the process, offering more choice for all our candidates.

We value diversity and the perspectives people from different backgrounds bring to the engineering profession. We work with other professional bodies and our members to identify and remove barriers to anyone becoming a structural engineer.

#### Community

We work to create an international community of structural engineering excellence, facilitated by our digital platforms, Regional Group activity and networks of special interest.

For more detailed information about the Institution please visit our [website](#).

# Organisational Structure

