

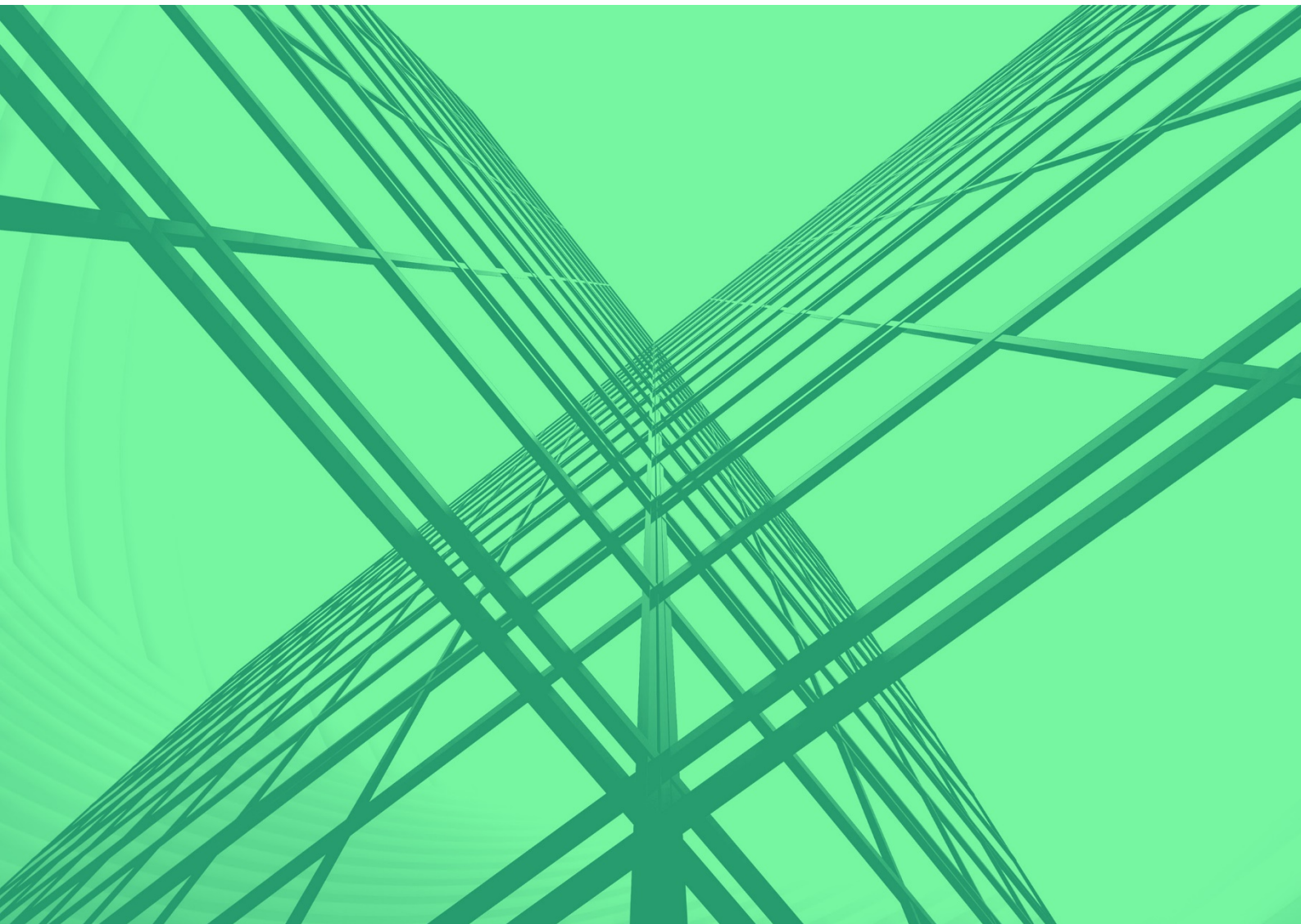
# Engagement and Content Manager - CROSS

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**CANDIDATE PACK**

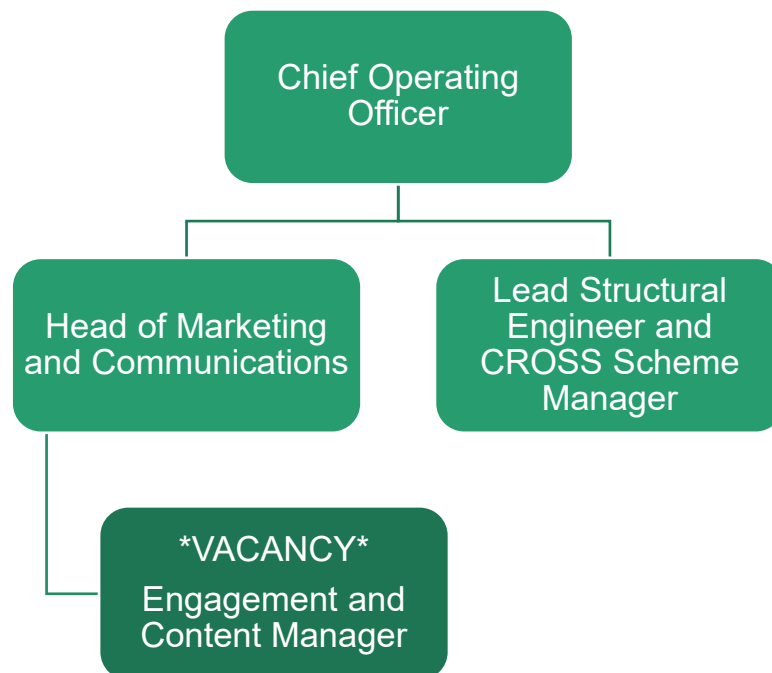
Full time

35 hours per week



## About CROSS and the team

Although this role will report into the Head of Marketing and Communications, their focus will be CROSS-UK. The Marketing and Communications team and the CROSS Scheme Manager both report into the Chief Operating Officer.



CROSS-UK or Collaborative Reporting for Safer Structures UK helps professionals to make structures safer and is owned equally by the Institution of Structural Engineers (IStructE) and the Institution of Civil Engineers (ICE).

Since being founded in 1976, CROSS has grown significantly. In 2018, recommendation 1.4c of the Hackitt report was published and CROSS-UK started to work with the Ministry of Housing, Communities & Local Government (MHCLG) to implement this recommendation. In 2020 MHCLG provided funding to expand CROSS-UK to fulfil that recommendation. And now, in 2021, CROSS continues to respond to the recommendation and has expanded again to cover fire safety and structural safety.

To support professionals, CROSS publishes safety information based on reports received and information in the public domain. CROSS is a trusted provider of free safety information for the built environment. The team are responsible for managing the reporting process and work alongside the voluntary expert panels that provide detailed technical insight and disseminate that insight to the benefit of industry and society

For more detailed information about CROSS-UK, visit the [website](#).

## 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.

For more information, please read on :

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# Job description and person specification

## 1. Job details

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

## 2. Job purpose

To work closely with the CROSS Scheme Manager to develop content and engagement strategies. Create delivery plans and engage the built environment industry with Collaborative Reporting for Safer Structures (CROSS).

To create and promote content for an expanded CROSS; disseminate learnings from CROSS; encourage people to interact with CROSS and reach new markets for CROSS.

To curate, and contribute to, content for CROSS, working with stakeholders to mould and develop content to ensure an accessible and consistent 'voice' for CROSS content.

To develop and deliver marketing/communications plans and campaigns to reach new audiences for CROSS and to deepen engagement with existing audiences.

To manage the CROSS brand.

To develop and manage reporting systems, to track campaign effectiveness and reach and provide business insight.

## 3. Role and responsibilities

### Engagement

1. Further engage with the fire safety sector to expand the remit of the CROSS safety reporting system into the area of fire safety.
2. Widen the awareness of CROSS, ensuring a more collaborative approach to safety.
3. Grow CROSS's reach into relevant industries including construction, architecture, enforcement, building owners, health and safety etc.
4. Grow the number of submissions of reports to CROSS where users identify safety issues which others can learn from.

5. Grow the engagement with CROSS and readership of lessons learnt from CROSS.

### **Channel management**

1. Manage and monitor owned channels including, website, email, LinkedIn, YouTube and Twitter, ensuring website content supports engagement activity.
2. Ensure compliance with statutory regulations, best practice and Institution guidelines/policies for each channel including GDPR.
3. Look for opportunities to improve the efficiency of systems and work with colleagues and external agencies to improve system effectiveness, including automation where possible.

### **Content creation and dissemination**

1. Create new content to drive awareness and interaction with CROSS including, but not limited to, webinars, events, reports and blogs, disseminating this content to maximise impact in the relevant markets.
2. Manage the creation and production of digital and print marketing collateral (emails, e-newsletters, social posts and other online content, flyers, etc). Ensure compliance with brand guidelines.

### **Content curation**

1. Work with built environment professionals, both volunteers and consultants, to curate their work (principally written) to ensure an accessible on-brand style that is appropriate to the target audience.
2. Continue to develop content style and methodology to ensure maximum impact on current and new target audiences, including, construction, enforcement, property owners, health and safety professionals etc.

### **Brand management**

1. Champion the CROSS brand and maintain its integrity and consistency across all executions.
2. Provide guidance on the use and management of the CROSS logo.

### **Reporting and data analysis**

1. Provide per-campaign reporting on marketing and communications activity and regular channel performance updates.
2. Use analytics tools, such as Google Analytics and Google Tag Manager, to monitor communication and website performance and inform improvements.

#### 4. General responsibilities

1. Contribute to strategic planning and assist the development, reach and impact of CROSS. Attend and proactively input into team meetings.
2. Make suggestions for improving processes, systems etc which support the efficiency and stability of CROSS.
3. Support business planning and budget management/reforecasting and ensure the delivery of all communications activity within budget. Ensure integrity of any third-party supplier contracts, escalating issues to the Lead Structural Engineer and CROSS Scheme Manager.
4. Work collaboratively with peers and hold regular meetings with the team to determine and communicate all deadlines, ensuring timely delivery of all projects.
5. Comply with all Institution Policy and Procedures.
6. Any other reasonable ad-hoc duties as requested.

#### 5. Communications and working relationships

1. All employees of the Institution.
2. Consultants and volunteers who work on CROSS.
3. External agencies and freelancers.
4. The Institution of Civil Engineers who are a partner in CROSS, particularly their marketing team.
5. The Institution of Fire Engineers who support CROSS.
6. The Ministry of Housing, Communities & Local Government and the Health and Safety Executive both of whom offer funding support to CROSS.

#### 6. Knowledge, skills and experience required

Criteria	Essential/Desirable
<b><u>Qualifications and Knowledge</u></b>	
Educated to degree level (ideally in a Business, Communications or Marketing discipline)	E
Member of Chartered Institute of Marketing (CIM)	D
Demonstrable knowledge and understanding of digital marketing	E

Criteria	Essential/Desirable
Understanding of engagement, design and digital and traditional production processes	E
Understanding of brand management	E
Understanding of content creation such as webinars and blogs	E
<b>Skills</b>	
Excellent organisational, campaign and project management skills to deliver against a range of targets	E
Able to work independently with minimal supervision; a systemised/methodical approach to managing multi-stream workload; ability to work under pressure to meet tight deadlines	E
Excellent written and oral communication; ability to present and explain detailed/technical information clearly and succinctly; able to adapt writing style to a range of audiences	E
Attention to detail, accuracy and ability to check detailed information, able to critique own work and the work of others	E
Flexible and resourceful and able to work in a small team and collaborate with other departments and parties	E
Ability to, and experience of, managing senior stakeholders	E
Ability to develop creative and innovative concepts to drive effective marketing campaigns	E
Ability to build and develop professional networks	E
<b>IT Skills:</b>	
Word/Outlook/Excel and PowerPoint to Intermediate/Advanced standard	E
Competent use of the Adobe CC, including Illustrator and InDesign (certified Adobe user would be advantageous)	D
Basic coding skills such as creating HTML emails, and experience of using bulk-email systems, website Content Management Systems and social media management tools	D
Use of a CRM or similar	D
Project Management System	D
<b>Experience</b>	
Utilising digital engagement methods, email, social media and websites to deliver marketing and communications strategy	E
Project managing and delivering engagement campaigns/projects	E
Managing multiple projects simultaneously	E
Developing new markets within the constraints of GDPR	E

Criteria	Essential/Desirable
Using segmentation to effectively target activity	E
Using reporting and analysis tools to assess performance and support decision-making	E
Using the full range of digital communications channels (owned, earned, paid) to maximise impact and engagement	E
Developing and managing a brand to build strong identity and international reputation (ideally in a membership organisation or similar)	E (D)
Managing, reporting on, and being accountable for a communications budget	E
Working with and managing external designers, printers and agencies etc	E
Working in an organisation going through a digital transformation	D
<b>Other</b>	
The job holder may be required to travel in the UK to support events.	E

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



## Salary and package details

Salary: circa £40,000 per annum subject to experience

Contract: Full time – 35 hours a week within a flexi-time system  
Fixed term – until end of March 2022

Benefits: The Institution offers a range of 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 the successful completion of the probation period, whilst provided at the Institution's discretion, may be subject to scheme eligibility rules:

- Participate in the Institution's pension plan arrangements
- Private Medical Insurance
- Health Cash Plan
- Permanent Health Insurance
- Season Ticket Loan
- 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.

## 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.

**All applications should be submitted through [Webrecruit](#).**

On receipt, your application will be sifted by the recruitment panel 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 an interview with the Head of Marketing and Communications, and the Lead Structural Engineer and CROSS Scheme Manager. 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.

Candidates successful at first interview will be invited for a second interview with the Chief Operating Officer and will include a role-related assessment.

## 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

