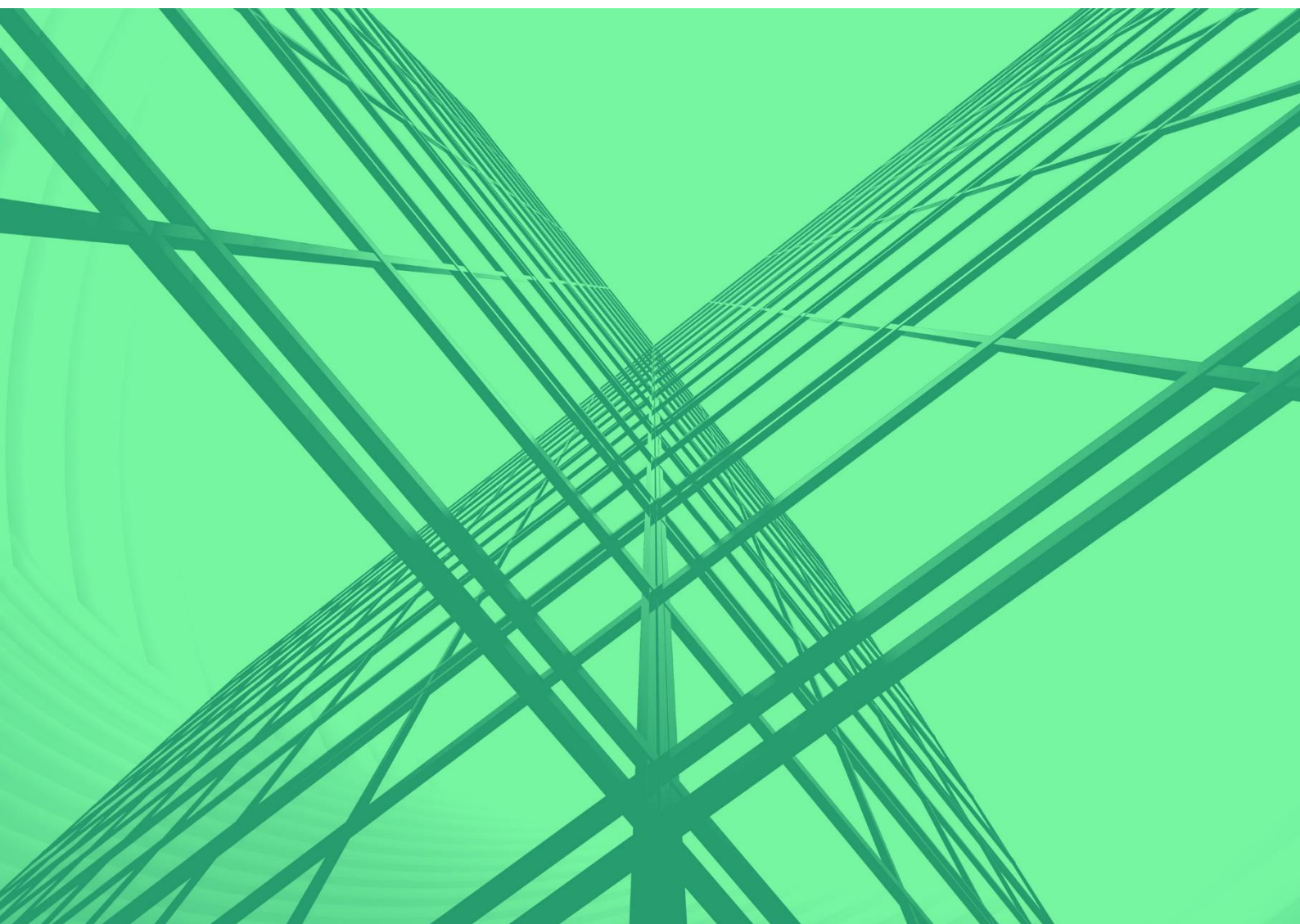


Community and Social Media Executive

CANDIDATE PACK

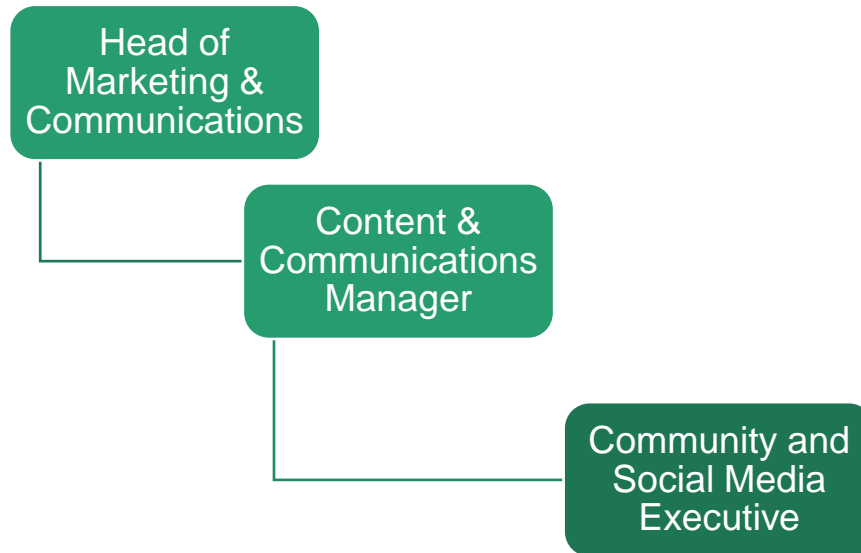
Full Time

35 hours per week



The Marketing and Communications Team

Our Marketing and Communications team consists of six people who ultimately report into the Head of Communications. The team structure is here:



This role plays a crucial part in developing, nurturing and managing our new online community platform. The role will enhance our online and social presence, promoting the values and initiatives of our Institution through various community and social platforms. We are looking for someone to combine creative and community-building skills to foster meaningful connections with our members at a global level. You will also work with colleagues in the team and across the Institution to develop and execute social media plans and seek new opportunities for social media engagement.

You will create, curate, and schedule compelling and engaging content across the community and social media platforms, including visuals, videos, and written posts that align with the Institution’s brand, messaging and values. In addition to this, you will foster a positive, respectful and supportive online community among members of the Institution by facilitating discussions, responding to queries, and encouraging user-generated content.

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 70 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 :

Full job description and person specification pages 4-8

Salary and package details page 9

How to apply page 10

More about us :

Our organisation, governance and values page 11-12

Organisational Structure page 13

Job description and person specification

1. Job details

Job title:	Community and Social Media Executive
Reports to:	Content & Communications Manager
Department:	Marketing and Communications
Date:	January 2024
Location:	The Institution's HQ, London or elsewhere as reasonably required.

2. Job purpose

To develop, nurture and manage our new online community platform.

To play a crucial part in nurturing and enhancing our online social presence, fostering engagement on our new professional online community, and promoting the values and initiatives of our Institution through various social and community platforms.

To combine creative and community-building skills to foster meaningful connections with our members at global level.

3. Role and responsibilities

Community Building & Engagement:

- Develop, nurture and manage the new online IStructE community platform for members and non-members, fostering engagement, knowledge sharing, and networking.
- Foster a positive, respectful and supportive online community among members of the Institution by facilitating discussions, responding to queries, and encouraging user-generated content.
- Facilitate and moderate discussions, ensuring that members receive accurate information and relevant support.
- Identify opportunities for user-generated content and work with community members to showcase their contributions.
- Create, curate, and schedule compelling and engaging content across the community and social media platforms, including visuals, videos, and written posts that align with the Institution's brand, messaging and values.
- Develop and implement initiatives to grow, sustain and diversify the online community.
- Collaborate with internal teams to identify and highlight success stories and accomplishments within the community, whilst aligning with the organisation's content plans and business objectives.

- Respond to member enquiries and feedback from the community platform.
- Work closely with the Digital & Data team to identify and implement functionality improvements to the community platform.

Social Media:

- Support the Content and Communications Manager with the management of the Institution's social media presence on platforms such as Twitter, LinkedIn, TikTok and Instagram.
- Work with the MarComms Team to develop and implement social media initiatives and content plans to increase brand awareness and engagement.
- Create engaging and shareable social media content, including text, images, and videos, to maintain a strong social media presence.
- Contribute to the creation of the social media content calendar.
- Monitor and respond daily to comments, messages, and mentions in a timely and professional manner.
- Support the content and moderation of social media channels; working closely with the Content Manager to make sure all communications and channels are joined up.
- Support the implementation of the Institution's brand across all social media and ensure that all content on the community platform is brand compliant.

Collaboration:

- Collaborate with other internal teams to ensure a unified approach to content across channels.
- Work with the Digital & Data team and the external agency to make sure that the online community platform supports the delivery of content and that UX and journeys are optimal.
- Play an active role in the Digital Editors group, adopting best practice (writing for the web, SEO, tagging, metadata) and following brand standards.

Analytics and Reporting:

- Track, monitor, analyse and report on community and social media engagement metrics, providing regular reports on growth and impact of activity and campaigns.
- Use data-driven insights to inform initiatives, increase engagement and improvements to community and social media plans.

4. General responsibilities

1. Stay updated on industry trends and news to translate them into content that resonates with our members and audiences.
2. Network and build positive working relationships, attending relevant conferences, as required and using such events for social media activities as appropriate.
3. Attend and proactively input into team meetings and present regular updates to the wider team on performance.
4. 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.

5. Act in accordance with Data Protection laws and pro-actively focus on the quality of data in their own department
6. Comply with all Institution policies and procedures.
7. Any other reasonable ad hoc duties as requested.

5. Communications and working relationships

1. Internal influencers / thought leaders and organisations to expand our reach and impact to show our expertise in key areas of the built environment, such as climate change, RAAC etc.
2. All members of the Institution including panel and committee members and task group members and subject experts.
3. All employees of the Institution.
4. Non-members, including educators, students, general public/lay audience.
5. Content creators – copywriters, engineers, designers, videographers, illustrators, design and brand consultants who support our strategic aims with community and social media development. etc.
6. Press and media – alert the Head of Communications if media queries are received through social media or community platforms.
7. External bodies, especially other professional institutions and engineering bodies such as the Institution of Civil Engineers, RIBA, RICS, CIBSE etc.

6. Knowledge, skills and experience required

Criteria	Essential/Desirable
Qualifications and Knowledge	
Educated to degree level or equivalent experience.	D (E)
Understanding of digital communications and content development for digital channels.	E
Knowledge and understanding of GDPR and Data Protection and its application.	E
Demonstrable interest in the built environment and engineering in general.	D
An understanding of membership organisations or professional bodies.	D
• Skills	
Proficiency in using social media platforms, including but not limited to LinkedIn, Twitter, Instagram and Tik Tok.	E
Creativity with proven ability to develop engaging content.	E
Able to engage online communities and deliver social impact.	E/D
Analytical with the ability to interpret data and make informed decisions.	E/D
Excellent organisational skills, able to work independently with minimal supervision and under pressure to meet tight deadlines.	E
Excellent written and oral communication skills with an understanding of social media trends and best practices; able to present and explain detailed information clearly and succinctly.	E
Attention to detail; accuracy; ability to check detailed information, critique own work and the work of others.	E
Excellent interpersonal and networking skills with a focus on member engagement.	E
Flexible and resourceful and able to work in a small team and collaborate with other departments and parties.	E
Understanding of SEO and content optimisation principles.	E/D
IT Skills:	
Word/Outlook/Excel/PowerPoint to Intermediate standard	E
Social media channel performance reporting tools	E/D
Familiarity with design and video editing tools.	D

Criteria	Essential/Desirable
Competent use of software and applications used for graphic design, video and photo editing (e.g., Adobe Creative Cloud or equivalent)	E/D
Competent use of online Community platforms (e.g. Discourse)	D
Experience	
Proficiency in developing and managing social media platforms, analytics tools, and scheduling software.	E
Proven experience in enhancing social media and/or community presence and engagement.	E
Creating engaging content that aligns with an organisation's brand and values.	E
Facilitating and moderating online discussions, responding to comments in a timely manner.	E
Monitoring, reporting and analysing social media engagement.	E
Collaborating with other teams to ensure unified content across social media channels.	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 £32,000 per annum subject to experience

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

Benefits: The Institution offers a range of non-contractual discretionary benefits including:

Benefits on commencement:

- Life Insurance (death in service benefit)
- Eye care and glasses- eye tests paid for and contribution towards any glasses specific for DSE use.
- Access to some parts of the employee assistance programme (UNUMHelp at Hand)
- Pension- can join the pension scheme from any date after commencement in Tier one (employer 6%, employee 3% minimum contributions)
- 25 days paid annual leave (increasing with service to 28 days) plus bank holidays and flexi leave.

Benefits from three months:

- Pension- automatic enrolment in Tier one: employer 6%, employee 3% minimum contributions
- Pension- you can request to join Tier two: employer 9%, employee 5% minimum contributions.
- Full pay sickness absence up to 65 days in a 12-month rolling period.
- Income protection insurance: you may be eligible for this support if you are absent due to sickness for a continuous period of 13 weeks or more, subject to acceptance of the claim.
- Full access to our employee assistance programme which includes a discounts and savings platform and access to additional health services (e.g. counselling, physio, 24 hour online GP, nutritionist and personal training sessions) via an app-based service (Unum Help@hand)

On successful completion of a 6-month probation period, you will be eligible to the following optional benefits:

- Private medical insurance (PMI) currently provided by AXA (voluntary and subject to tax and NI)
- Health cash plan, currently provided by BUPA (voluntary and subject to tax and NI)
- Reimbursement of an agreed and appropriate Membership subscription
- Season ticket loan (non-taxable)
- Cycle to Work Scheme
- Paid maternity, paternity, adoption, and carers leave at rates of pay higher than statute, subject to service requirements as per the current policies.

How to apply: the recruitment process

Please submit an up-to-date CV and cover letter demonstrating how you meet the knowledge, skills and experience required for the role as described in the job description. The cover letter should be no more than 500 words.

To apply please see our [website](#).

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.

Applicants must possess a current right to work in the UK.

The Institution does not hold a visa sponsor licence, therefore, applicants who do not 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 a virtual interview with the manager for this post Nabeela Ahmad (Communications and Content Manager), Rabbhi Yahiya (UX Manager), and Lakeisha Wayland from the Human Resources Team. The interview will comprise 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. The second stage of the selection process will be a face-to-face interview with Nabeela Ahmad (Communications and Content Manager), Jay Dudley-Mallick (Head of Marketing and Communications) and Silvia Pilotto (Digital, Data and Technology Director).

We want to support you. If you require any reasonable adjustments during our recruitment process, this could be for the application, assessment and/ or interview, please let us know as soon as possible so that adequate provisions can be made for you.

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](#).

Our Work

Climate Change

The climate emergency is the greatest threat to our planet. Structural engineers have a responsibility to help mitigate its effects by changing the way buildings and infrastructure are designed, commissioned and constructed. The Institution, our [Climate Emergency Task Group](#) and [Sustainability Panel](#), supports these vital efforts through its role as an international centre of knowledge, sharing information and opinion with its membership and beyond.

Resilience

The Institution support the efforts to build [resilient](#) communities- taking measures to avoid, reduce, resist and aid recovery from extreme events including Tsunamis, flooding, explosions and seismic events. Our [Humanitarian and International Development Panel](#) as well as our [Seismic and Dynamic Events Panel](#) includes experts from regions around the world. They help structural engineers confront the challenges faced by the poorest and most vulnerable people and progress activities to support the development and understanding of seismic and resilient design.

Safer Structures

Structural engineers consider the safety of structures from design and construction through to operation and demolition, in accordance with local legislation. The [Institution of Structural Engineers](#) along with [CROSS](#) investigates failures and near misses (including [Grenfell](#)) in order to share knowledge and insight to Structural Engineers to avoid any potential or future disasters.

Young Members

IStructE is committed to ensuring the profession of Structural Engineering is accessible to everyone. We offer tailored visits, events and networking opportunities to our [young members](#) to help them get support at a crucial time in their career. Our values extend to our work in [education](#) that encourages young people from diverse backgrounds to choose and access structural engineering careers.

Support

Our [Benevolent Fund](#) offers support to current and former IStructE members and their dependants going through tough times who may need financial support. Partnered with Anxiety UK, our members will also be able to quickly access therapeutic support if needed and have access to a range of learning materials to support managers and their staff on mental health awareness.

Organisational Structure

