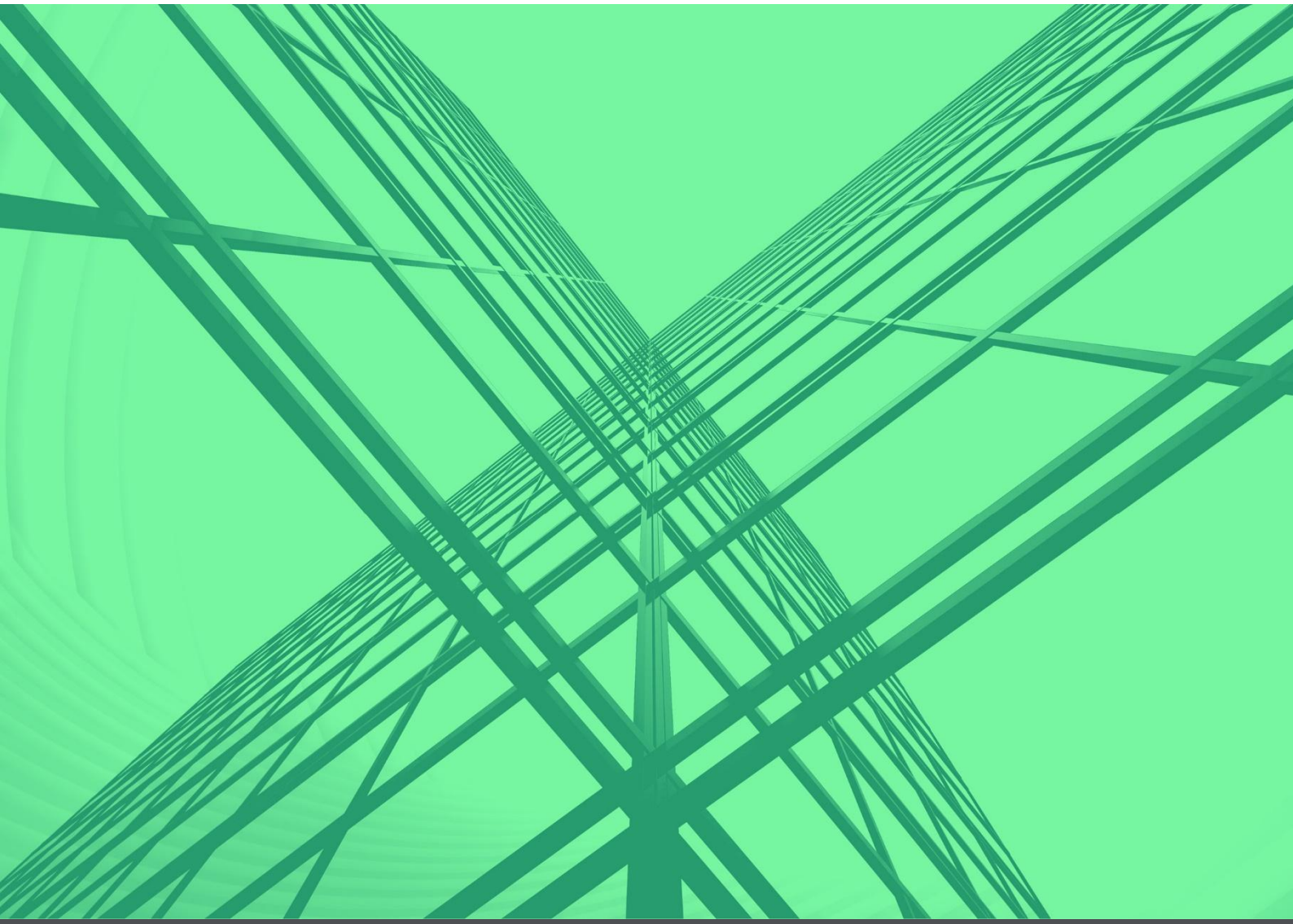
The Institution of Structural Engineers

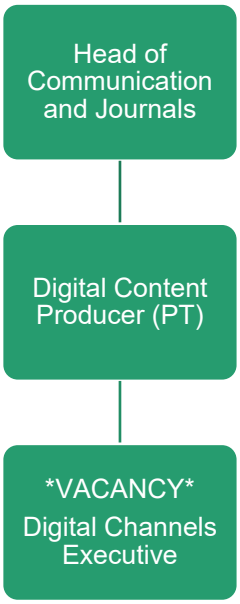
Digital Channels Executive

CANDIDATE PACK
Full time
35 hours per week



The Digital Communications Team

Our Digital Communications team are a team of 3 that report into the Head of Communication and Journals and are part of the wider Communication and Journals team.



Do you thrive on creating engaging digital experiences that connect people, grow communities and deliver measurable impact?

As our Digital Channels Executive, you will play a pivotal role in shaping how the Institution of Structural Engineers engages with members and audiences across digital platforms. Working closely with the Digital Content Producer, you will deliver high-performing multi-channel campaigns, optimise user journeys and help grow our global online community.

This is an exciting opportunity for a digitally savvy communicator who combines creativity with analytical thinking. You will create compelling content, manage and develop our online Community Platform, support social media growth and use data-driven insights to continuously improve engagement and performance.

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 80 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 into our 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 4-7

Salary and package details page 8

How to apply page 9

More about us :

Our organisation, governance and values page 10-11

Organisational Structure page 12

Job description and person specification

1. Job details

Job title: Digital Channels Executive

Reports to: Digital Content Producer

Date: October 2026

Location: The Institution's HQ, London or elsewhere as reasonably required.

2. Job purpose

To deliver high-impact member campaigns across multiple digital channels, streamlining user experience and optimising channel performance.

To manage, maintain and increase engagement for the Online Community platform.

To execute a data-led User Generated Content (UGC) strategy, driving targeted, high-conversion UGC campaigns anchored by strict multi-channel benchmarking, user engagement and continuous optimisation.

To deliver seamless user experience across channels, highlighting value content and leveraging analytics to drive member retention and engagement.

3. Role and responsibilities

Digital Content and User Experience

1. Plan, execute and optimise multi-channel campaigns across social media and the community platform, establishing benchmarks and continuously measuring performance, reporting weekly on insights through a live dashboard.
2. Support growth of our social media channels, ensuring strong member engagement, growing UK and global audiences.
3. Collaborate with the Marketing team to deliver a seamless blend of integrated organic and paid activity. Ensure monitoring and performance is reported collaboratively and weekly with the Marketing team.
4. Support delivery of content and campaign plans developed by the Digital Content Producer.
5. Contribute to channel and platform optimisation to enhance campaign performance.
6. Coordinate and deliver organic social media campaigns with defined KPIs.
7. Capture photography and video content for wide-ranging use across digital channels, ensuring the highest quality standards and a unified approach.
8. Ensure consistency in brand voice and key messaging across all channels.

Community Platform

9. Manage the growth and development of the IStructE online Community Platform growing global reach and supporting the delivery of the content strategy.
10. Provide accurate weekly insights and analytics reporting.
11. Foster a positive, respectful and supportive Online Community among members of the Institution by facilitating discussions, responding to queries, and leading user-generated content strategies.
12. Facilitate and moderate platform discussions, ensuring that members receive accurate information in a timely way.
13. Identify opportunities for user-generated content and work with community members to showcase their contributions.
14. Create, curate, and forward plan compelling and engaging content across the community platform.
15. Work closely with the Digital & Data team to identify and implement functionality improvements to the community platform.

Analytics and reporting

16. Build, manage and optimise channel landing pages, centralising data streams, standardising metrics and mapping and reporting ~~on~~ user journeys for continuous improvement.
17. Implement cross-channel A/B testing across all platforms and social media channels to enhance user engagement and remove barriers from the member journey.
18. Track, analyse and report on campaign performance, contributing to dashboards and insights. Enforce Urchin Tracking Modules (UTM), define conversion goals and ensure cross-channel optimisation.
19. Own weekly channel reporting and live dashboards making recommendations for campaign improvements and pivots.

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.
3. Attend and proactively input into team meetings, as required.
4. Develop and grow personal knowledge and expertise.
5. Make suggestions for improving processes, systems etc. which support the efficiency and stability of the Institution.
6. To act in accordance with Data Protection laws and pro-actively focus on the quality of data in their own department.
7. Comply with all Institution Policy and Procedures.
8. Any other reasonable ad hoc duties as requested.

5. Communications and working relationships

1. All members of the Institution, as well as potential members and members of the public.
2. Panel, committee and task group members and subject matter experts.
3. Work with external influencers / thought leaders and related organisations to expand our reach and impact across the built environment.
4. All employees of the Institution.

6. Knowledge, skills and experience required

Criteria	Essential/Desirable
Qualifications and knowledge	
A good standard of education, including a minimum of GCSE grade C or 4 or equivalent qualifications in Maths and English.	D
Member of CIPR or CIM	D
Demonstrable knowledge how to create and present analytics and data insights	E
Strong applied understanding of channel optimisation	E
Knowledge and understanding of the structural engineering industry and/or the Built Environment.	D
An understanding of membership organisations or professional bodies.	D
Skills	
Excellent organisational skills, able to work independently with minimal supervision and with a systemised/methodical approach to managing multi-stream workload with the ability to work under pressure to meet tight deadlines.	E
Excellent written and oral communication skills with the ability to present and explain detailed information clearly and succinctly.	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 manage and work in a small team and collaborative to work with other departments and other parties.	E
IT Skills:	
Word/Outlook/Excel and PowerPoint to Intermediate/Advanced standard	E
Basic knowledge of CRM and member databases	E
Social monitoring and reporting tools – GA, Hootsuite, etc.	E
Community platform, user experience and technical expertise (e.g. Discourse)	D

Criteria	Essential/Desirable
Experience	
Planning, delivering and executing high performance multi-channel organic campaigns.	E
Experience of high performing communications campaigns (preferably gained in the membership sector)	E (D)
Growing and developing online platforms.	E
Facilitating and moderating online discussions, responding to comments.	E
Optimising user journeys across platforms and social media channels, delivering A / B testing across outputs.	E
Capturing photography and video content for use across digital channels.	E
Reporting on digital campaign performance, sharing analytics and insights weekly through live dashboards.	E
Building, managing and optimising social media landing pages.	E
Supporting communications, marketing and other internal client teams.	E
Project management	D
Other	
The job holder may be required to travel in the UK to support events.	D

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

Salary and package details

Salary: £33,755 per annum (Starting Salary)

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
- Pension- can join the pension scheme from any date after commencement in Tier 1 (employer 6%, employee 3% minimum contributions)
- 25 days paid annual leave (increasing with service to 28 days) plus bank holidays and flexi leave
- Flu vaccination voucher

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

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
- Opportunities for pay progression.
- Two paid days annually for volunteering

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. 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 Victoria Kington – Head of Communication and Journals and Conor Boyle - HR Resourcing and Support Executive.

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 Victoria Kington – Head of Communication and Journals and a panel of other internal managers.

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 30,000 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, byelaws 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 75 staff. The Board is the governing body of the Institution. Its members are the Institution's Trustees.

Our values & Mission statement

We strive towards a structural engineering profession that is built on integrity, excellence, inclusivity and collaboration. Our aim is to secure a safe and sustainable world by advancing structural engineering, raising professional standards, and sharing knowledge.

- **Integrity** – We are committed to upholding the highest standards of ethical conduct in our practices and interactions.
- **Excellence** – We are focused on excellence in everything we do, setting high standards for ourselves and our members, valuing quality, innovation, and continuous improvement.
- **Inclusivity**- We are inclusive, we embrace diversity and value the contributions of individuals from all backgrounds, perspectives, and experiences, fostering a welcoming environment for all.
- **Collaboration** – We believe in the power of collaboration and cooperation, encouraging members to share knowledge, resources, and expertise for the collective advancement of structural engineering.

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. Members take 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
The Institution 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.

Mentoring Programme
We support professional and career growth through our mentoring programmes. It offers mentees an effective way to progress their career to accessing knowledge and experience of expert and impartial mentors. For mentors it develops existing leadership skills by supporting mentees growth.

Support
Our Benevolent Fund offers support to current and former 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

