

## Senior Communications Officer

**£25,000 to £30,000 depending on skills and experience**

The Senior Communications Officer is responsible for maintaining and enhancing the Institute's public image, including marketing, PR, dissemination and visual communication. Whilst leading the department independently, the Senior Communications Officer will develop close working relationships with the Institute's leadership team, researchers, partners and clients to communicate its important work in employment policy and HR practice.

### The Institute

The Institute for Employment Studies (IES) is a leading, not-for-profit centre for research and evidence-based consultancy. As a registered charity, IES aims to bring about sustainable improvements in employment policy and human resource practice, improving conditions for people in the UK and abroad.

IES has over 40 multidisciplinary staff, plus UK and international associates, with offices in London and Brighton. The Senior Communications Officer role will be based at the Brighton head office. For more information, please visit <https://www.employment-studies.co.uk/>

### The role includes

#### Digital marketing and communication

- Creating and uploading news, press releases, vacancies and other content to the website, following SEO best practices.
- Working with internal and guest authors, to develop IES' HR and public policy blog series.
- Primary responsibility for liaising with the web agency and developing IES' website.
- Responsibility for the IES social media channels, such as Twitter and LinkedIn.
- Producing monthly round-up e-newsletters using Mailchimp, creating other updates as appropriate.
- Using Google Analytics and Search Console data to inform and shape web content and report to internal stakeholders.

- Maintaining the Google Ads account and charity grant, updating and launching new campaigns if necessary for compliance and changes in workstreams/market offer.
- Uploading content to other websites where appropriate, including [HR Network](#) events and occasional staff vacancies.

## **Publications**

- Working with project managers and other internal and external stakeholders to agree on dissemination activities and strategies for reports/research.
- Lead on creation and co-ordination of brand-related publications, including the Annual Review, marketing materials and recruitment packs, working with internal stakeholders and designers.
- Oversee and work with internal area leads to commission original IES research such as the Perspectives on HR series, working with the nominated Project Support Officer and internal editors.
- Overseeing proofreading and copyediting of IES-published research where necessary.
- Oversee and commission content for updates such as the HR Network newsletter.
- Development of client/project case studies for communications collateral.

## **Press and media**

- Production and distribution of press releases.
- Pitching ideas for articles to journalists proactively.
- Collating and publishing press statements in reaction to news and current affairs in IES fields of work.
- Responding to reactive media enquiries, and maintaining strong working relationships with media contacts.
- Identification of new press and media contacts.
- Developing and maintaining new spokesperson pages for the website.
- Recording press coverage.

## **Graphics and visual communication**

- Overall responsibility for the IES brand and house style.
- Creating, and commissioning through external designers where appropriate, graphics for use in IES content and reports, including publications, icons, infographics, presentations, animations, stationery, etc.
- Management of the IES image library and brand identity.
- Production of videos, podcasts and webinars.
- Some event photography where required.

## **Compliance, licencing, management and planning**

- Ensuring compliance with relevant copyright, permissions, marketing, data and licencing regulations and legislation, including GDPR.
- Development and management of the communications calendar.
- Occasional management of interns, temporary or other support staff for the communications department.
- Processing invoices and other department administration.

## **Person specification**

The successful candidate will be capable of achieving the tasks outlined in the job description independently, and should have demonstrable knowledge of the techniques, software and channels referenced.

### **Essential**

- At least two years of experience working in marketing and/or communications.
- Strong working knowledge of digital marketing and communications, publications, press and media, and graphics and visual communication.
- Excellent written and verbal communications skills.
- Strong organisational skills and the ability to manage competing priorities.
- The ability to work well with people at all levels, and as part of a team.
- A keen eye for detail, with experience proofreading and copyediting.
- An interest in employment policy.

### **Desirable**

- Knowledge of the Adobe design suite (Illustrator, InDesign, Photoshop, etc).
- Experience working in an academic or research environment.
- Experience of project management or coordination.
- Experience of leading a communications department independently.
- Experience of data visualisation.
- An understanding of the challenges facing HR professionals.
- An understanding of the challenges facing not-for-profits such as IES.

### **This role may suit people from the following backgrounds (or senior equivalents):**

- Communications/Marketing Officer/Executive
- Media/Press Officer/Executive
- Graphic Design (with copyediting and digital marketing knowledge)
- Communications consultancy or agency experience

## What we offer you

**Starting salary:** £25,000 to £30,000 (depending on skills and experience)

In addition, we offer:

- a salary supplement, depending on the Institute's financial performance;
- a contributory career-average defined-benefit pension scheme (USS), to which IES pays a monthly contribution of 18 per cent of basic salary and staff pay 8 per cent; and
- 31 days' annual leave (includes four Christmas closure days), plus bank holidays.

This role will be based at the Institute's head office in Brighton.

The Institute for Employment Studies is a registered charity (no. 258390). IES seeks to be an equal opportunities employer.

## How to apply

Please apply by submitting a covering letter, a completed Equal Opportunities Monitoring Form and a copy of your CV to [careers@employment-studies.co.uk](mailto:careers@employment-studies.co.uk)

In your covering letter, please outline your experience in digital marketing and communications, publications, press and media, and graphics and visual communication. Consider the job description, and clearly reference the points on the person specification.

The Equal Opportunities Monitoring Form can be downloaded from the vacancy page of the IES website.

**Should you have any further questions about the role, please call Catriona Homer, HR Manager on 01273 763421.**

Closing date for applications: midday, Monday, 4 February, 2019

Interview date: Tuesday, 12 February, 2019