



## The Chartered Institution of Highways and Transportation – Job Description

<b>Job Title:</b> Communications Assistant
<b>Reports to:</b> Marketing & Communication Manager
<b>Job Purpose</b> <ul style="list-style-type: none"><li>• Support the communications team</li><li>• Communicate the Institution's messages to internal and external stakeholders</li><li>• Support the production of the range of printed and electronic material required by all departments of the Institution.</li><li>• Maintain the Institution's current website and social media channels</li></ul>
<b>Key Contacts</b> <ul style="list-style-type: none"><li>• Stakeholders including media, governments, members and commercial organisers. Advertising, suppliers, marketing bodies and production companies. Region web / communication officers, Board and Council members</li></ul>
<b>Key Responsibilities</b> <ul style="list-style-type: none"><li>• Assist the Director of Communication and Marketing &amp; Communications Manager in meeting organisational objectives, including enhancing the reputation and profile of the Institution</li><li>• Providing drafting support for the range of documents and media produced by the Institution</li><li>• Maintain the CIHT Website, including updating content, ongoing monitoring and proactively gaining input from other staff as necessary</li><li>• Support implementation of website projects / development</li><li>• Produce and coordinate content and distribution of e-newsletters</li><li>• News gathering and drafting for newsletters, website</li><li>• Create and source opinion pieces, news stories.</li><li>• Monitor and research information sources (e.g. informally and through web, news media, technical publications) to identify issues where the Institution should respond, reactively and proactively</li><li>• Acting as key liaison with external media sources</li><li>• Promoting the institution to internal and external stakeholders</li><li>• Support CIHT's social media strategy including through Twitter, LinkedIn and YouTube</li><li>• Providing cover and support for the rest of the communications team</li><li>• Other duties within the competence of the job holder as required by the Institution</li></ul>
<b>Dimensions</b> <ul style="list-style-type: none"><li>• No line management or budgetary responsibilities</li></ul>
<b>Personal specifications</b>
<b>Essential</b> <ul style="list-style-type: none"><li>• A minimum of 1 year's office experience</li><li>• Ability to work quickly and flexibly</li><li>• An appreciation of what is news</li><li>• Be a strong and confident overall communicator</li><li>• A passion for and experience of using social media channels</li><li>• Ability to produce engaging copy for multi-channel use</li><li>• Good understanding of Microsoft Office including Word, PowerPoint &amp; Excel</li><li>• Initiative to develop and implement innovative solutions</li><li>• A willing approach to get involved in the wider work of the Institution</li></ul>



<b>Desirable</b>
<ul style="list-style-type: none"><li>• Degree level education or equivalent</li><li>• Knowledge and experience of using a Content Management System</li><li>• Proof reading, copy editing skills</li><li>• An eye for design</li><li>• Minute writing and committee organisation skills</li><li>• Ability to work across several teams</li><li>• Experience of using a Customer Relationship Management system</li></ul>