

The Chartered Institution of Highways and Transportation – Job Description

Job Title: Digital Communications Assistant
Reports to: Marketing & Communication Manager
Job Purpose
<ul style="list-style-type: none"> • Support the marketing and communication team with all forms of digital work • Communicate the Institution's messages and brand to internal and external stakeholders • Support the production of the range of digital and printed material required by all departments of the Institution • Maintain the Institution's current website and social media channels
Key Contacts
<ul style="list-style-type: none"> • Stakeholders including media, governments, members and commercial organisations • Advertising, suppliers, marketing bodies and production companies. Region web / communication officers, Board and Council members
Key Responsibilities
<ul style="list-style-type: none"> • Assist the Director of Communication, Marketing & Communications Manager & Events & Marketing Coordinator in meeting organisational objectives, including enhancing the reputation and profile of the Institution, marketing events and supporting the CIHT brand • Providing drafting support for the range of documents and media produced by the Institution, including all forms of digital work / social media • Maintain the CIHT Website, including updating content and providing first line support, ongoing monitoring and proactively gaining input from other staff as necessary • Support implementation of website projects / development • Produce and coordinate content and distribution of e-newsletters • News gathering and drafting for newsletters, website • Create and source opinion pieces, news stories • 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 • Acting as key liaison with external media sources • Promoting the institution to internal and external stakeholders • Support CIHT's digital strategy including through the website and other channels including a member's discussion forum and social media (currently Twitter, LinkedIn and YouTube) • Ensure CIHT's brand and tone of voice is delivered consistently through all communications • Providing cover and support for the rest of the marketing and communication team • Other duties within the competence of the job holder as required by the Institution
Dimensions
<ul style="list-style-type: none"> • No line management or budgetary responsibilities
Personal specifications
Essential
<ul style="list-style-type: none"> • A minimum of 1 year's office experience • Sound understanding of communication principles • Good knowledge of and passion for social media and digital channels including use of these channels • Ability to work quickly and flexibly

- An appreciation of what is news
- Be a strong and confident overall communicator
- Excellent written English and oral communication skills for producing high quality content
- Ability to produce engaging copy for multi-channel use
- Excellent understanding of Microsoft Office including Word, PowerPoint & Excel
- Initiative to develop and implement innovative solutions
- Excellent organisational skills, particularly in managing time and tasks.
- A willing approach to get involved in the wider work of the Institution
- A self- starter with the drive to thrive in a multi-directional role

Desirable

- Degree level education or equivalent
- Knowledge and experience of using a Content Management System
- A keen eye for detail and the ability to produce high quality, accurate work in tight timescales with limited supervision
- An eye for design
- Minute writing and committee organisation skills
- Ability to work across several teams
- Experience of using a Customer Relationship Management system
- Self-reliance, common sense, trust, integrity, and humour.