The Chartered Institution of Highways and Transportation – Job Description

**Job Title:** Digital Communications Assistant  
**Reports to:** Marketing & Communication Manager

### Job Purpose
- 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
- 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
- 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
- No line management or budgetary responsibilities

### Personal specifications

#### Essential
- 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.