

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

<b>Job Title:</b> Digital Communications Assistant
<b>Reports to:</b> Marketing & Communication Manager
<b>Job Purpose</b>
<ul style="list-style-type: none"> <li>• Support the marketing and communication team with all forms of digital work</li> <li>• Communicate the Institution's messages and brand to internal and external stakeholders</li> <li>• Support the production of the range of digital and printed 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 organisations</li> <li>• 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, Marketing &amp; Communications Manager &amp; Events &amp; Marketing Coordinator in meeting organisational objectives, including enhancing the reputation and profile of the Institution, marketing events and supporting the CIHT brand</li> <li>• Providing drafting support for the range of documents and media produced by the Institution, including all forms of digital work / social media</li> <li>• Maintain the CIHT Website, including updating content and providing first line support, 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 digital strategy including through the website and other channels including a member's discussion forum and social media (currently Twitter, LinkedIn and YouTube)</li> <li>• Ensure CIHT's brand and tone of voice is delivered consistently through all communications</li> <li>• Maintain editorial calendars and deliver on agreed schedule</li> <li>• Monitor progress of updates to digital platforms</li> <li>• Providing cover and support for the rest of the marketing and communication 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>• Sound understanding of communication principles</li> </ul>

- 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.