



CIHT Digital Communications Officer Job Description

Job Title: Digital Communications Officer
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 Communications, 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• Maintain editorial calendars and deliver on agreed schedule• Monitor progress of updates to digital platforms• 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• Experience in copywriting for social media and digital 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.