

THE CHARTERED INSTITUTION OF HIGHWAYS AND TRANSPORTATION – JOB DESCRIPTION

Job Title: Digital Engagement Officer (2 posts)
Reports to:
Head of the Bus Centre of Excellence
Job Purpose
<ul style="list-style-type: none"> • This role sits within the Bus Centre of Excellence (BCoE) team, which is part of the Chartered Institution of Highways and Transportation (CIHT), funded by the Department of Transport. • This is a fixed term post, with potential for extension beyond March 2025. • The main purpose of the BCoE Digital Engagement Team is to: <ul style="list-style-type: none"> • Ensure the successful delivery of BCoE Events (online and in-person) • Manage all BCoE Social media channels • Manage the BCoE Website • Be responsible for collating information and producing the weekly BCoE newsletter, showcasing events, adding resource material to the BCoE website, etc. • Liaise with other organisations, BCoE partners and members for the creation of digital content for website and social media posts. • Provide ad-hoc support to in-person BCoE national and regional events (including an annual conference). • Ensure that the website, digital content, social media posts and webinars are consistent according to BCoE branding and values. <p>These responsibilities will be shared between two members of staff.</p> <ul style="list-style-type: none"> • The role will build on CIHT's experience of running high-quality, live virtual events and managing the BCoE website, but there will be an increasing focus on social media management and promotion of digital content (website resources, blogs, presentations). • The role will be key in ensuring that the needs of BCoE, partners and attendees at all types of events are successfully met. It will require liaison with a wide range of internal and external stakeholders.
Key Contacts (if applicable)
<ul style="list-style-type: none"> • Stakeholders include: BCoE Members, BCoE Advisory Group, BCoE Stakeholder Group, BCoE Forums/Networks, CIHT partner organisations, Local Authorities, advocacy groups and commercial entities such as bus operators and suppliers to the bus industry. • CIHT marketing and communication colleagues • CIHT members, external participants in events, external suppliers and venues
Key Responsibilities

Webinars

- Lead and manage the use of appropriate systems (MS Teams, Eventbrite, Mailchimp, membership database) for managing bookings and delivering virtual events.
- Work with the BCoE team and other relevant CIHT teams to develop, market and assist in the delivery of webinars, events, training and digital content to ensure a consistent approach.
- Be the first point of contact of any event enquiries by delegates/attendees.
- Collect all necessary event details (for example speakers' biographies) and create a page for each event on the BCoE website.
- Monitor and report on the performance of virtual events, in terms of feedback, attendee numbers and other Key Performance Indicators (KPI's) as appropriate.
- Archive and manage all relevant files and materials (e.g. presentations and recordings from events).
- Identify new products and techniques to continually improve CIHT's approach in delivering high quality events.
- Editing of video recordings, from webinars, to be made available for our audience.

Website & social media

- Collate materials (for example reports or blogs provided by others) for uploading on BCoE website and posting on social media channels.
- Maintain the BCoE website on a day-to-day basis, as well as engaging with stakeholders to source new content.
- Liaise with internal and external stakeholders for the timely production of advertising materials for promoting events; ensure maximum publicity/coverage for events through social media, newsletters, and website.
- Keeping track of people who have registered their interest in the website and following up where appropriate.
- Ensure that the BCoE website content and social media channels are consistent with BCoE/CIHT brand and values.
- Monitor and report on BCoE website statistics/metrics.
- Monitor and report on the performance, impact and coverage of BCoE social media channels.
- Build and maintain a pipeline of future events/blogs/social media posts.

In-Person/Hybrid events

- Be responsible for a risk management approach to planning BCoE events ensuring risks are minimised or mitigated.
- Input to all financial planning of events and reporting on financial performance of events.
- Use room-equipment to deliver a hybrid event (e.g. room audio/camera system)
- Record video of an in-person event using equipment provided (desirable)

Other responsibilities

- Help to source materials for website, authors for blogs, and speakers for webinars and in-person events.
- Draft and sending out weekly newsletters promoting our future events and new additions on BCoE website.
- Draft and sending out other communications when required.
- Assist a third-party conference organiser in the planning and delivery of the BCoE flagship conference in September 2024.
- Assist the Head of BCoE in meeting organisational objectives, including enhancing the reputation and profile of BCoE.
- Provide cover and support for the rest of the BCoE team, including supporting the Head of BCoE in ensuring adequate governance, oversight and reporting to DfT (Department for Transport), Advisory Board and Stakeholder Group.
- 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 budget responsibilities
Skills and Competencies
<p>Required</p> <ul style="list-style-type: none"> • Demonstrable capability in setting up, managing, and running virtual events – independently. • Experience in managing and updating a website • Experience of copywriting for social media and digital channels. • Ability to produce engaging content for multi-channel use. • Experience in using Squarespace or similar, Google Analytics or similar, Mailchimp. • Experience in using MS Teams to run live webinars, including MS Stream. • Experience in managing and promoting a LinkedIn group. • Excellent written/oral English language skills for communicating and producing high quality content. • Good standard of general education • Excellent organisational skills, particularly in managing time and tasks. • Experience in Microsoft Office including Outlook, Word, PowerPoint & Excel. • A keen eye for detail and the ability to produce accurate work in tight timescales with limited supervision. • A welcoming and helpful approach when dealing with members in-person at events and over email. • Have the confidence to liaise with speakers and senior officials from Government departments, other professional bodies and learned societies and a diverse range of external contacts. • Pro-active, can-do attitude <p>Desirable</p> <ul style="list-style-type: none"> • Degree level education or equivalent • Experience in working with a membership orientated organisation. • Experience in setting up and running (paid) marketing campaigns on social media and LinkedIn. • Ability to record and edit a video of a live, in-person event. • An eye for design • Minute writing and committee organisation skills. • An interest in transportation related subjects, such as urban/transport planning, civil engineering, or politics.