

Job description

Job Title: Communications and Content Manager

Date: October 2021

Reporting to: Assistant Director of Member Engagement and Communications

Location: London – hybrid working post-pandemic

Overview

CIArb is passionate about promoting a harmonious society, helping people and organisations avoid, manage and resolve conflict through our global network of over 18,000 members. We are the leading global professional membership organisation representing the interests of alternative dispute practitioners worldwide. As a not-for-profit, UK registered charity, CIArb works in the public interest through an international network of 41 branches.

Job Overview:

This role will support CIArb's member engagement and communications team, by leading the strategic development, direction and day-to-day delivery of its communications. The role is accountable for CIArb's media and public relations, content plan, social media, crisis management, and internal communications. Through an effective communications plan, the role is responsible for promoting CIArb activities externally and internally, in order to raise the profile of CIArb and increase the level of engagement with key stakeholders. The role will work with all internal teams to help them achieve their objectives.

Key Responsibilities:

External Comms

- You'll have an instinct for story-telling, and will plan, create and deliver stories that will cut through and engage a broad range of audiences.
- You'll own the content strategy and planning across the organization.
- You will develop and manage relationships with journalists and media partners.
- You will lead, manage and deliver an external communications work program, including media relations, PR, and corporate/member publications, building meaningful connections with our audiences and partners.
- You will plan and deliver a program of online PR, targeting identified keywords, in line with our SEO objectives.
- You will develop and maintain strong stakeholder relationships with key business areas to provide external communications advice and support.
- You will plan, manage and deliver a range of high quality corporate communications projects, campaigns and activities to agreed timescales and budgets, including:
- Proactive and reactive media enquiries, media releases and statements, briefings and building relationships with journalists, media advice and interview support.
- You will manage the procurement of and relationships with creative agencies and suppliers.
- You will assist the Associate Director of Member Engagement and Communications with crisis and reputation management, and business continuity.

Social Media

- You will manage the Social Media and Content Exec, and so will play a supporting role in the development and delivery of the social media and digital content strategy, ensuring our brand identity is appropriately managed and delivered across social and other channels (on and offline).
- You will oversee the development of existing social media efforts in the context of our new organizational strategy and social media strategy, and will ensure our social media efforts are well integrated with our external comms activities.
- You'll scale our brand messaging and look to amplify activity with media and industry partners.
- You will maintain a proactive approach to ensure that content delivers against our objectives (e.g. member leads generated and converted.)

Internal Comms

- Working closely with Exec and Assistant Directors, you will establish a framework organizational messages and develop an internal communications plan using the most appropriate channels to keep staff informed.
- You will formulate CI Arb's internal response to crisis PR situations.
- Ensure organizational initiatives and projects are successfully communicated to employees and stakeholders in creative and engaging ways.
- Plan, edit and write content for a variety of internal communications mediums.
- Ensure alignment between external and internal communications messages.

Requirements:

Essential:

- Degree level education or equivalent (ideally in Marketing and Communications/Journalism).
- Experience of leading the PR activities of an organisation, including media relationships, brand management and crisis management
- Experience setting and delivering internal communications plans.
- Significant knowledge and experience in planning, managing and delivering press and external communication programmes (ideally within a professional body, trade association or membership organisation).
- A track record of forging successful partnerships with a range of internal and external stakeholders.
- A demonstrable record of setting, managing and achieving challenging performance targets.
- Exceptional copywriting, editing and proofreading skills, with excellent grammar and literacy. Excellent verbal communication skills with the ability to relate to people at all levels.

Desirable:

- Evidence of further study and/or additional qualifications in communications, PR, marketing or journalism
- Experience of leading an effective communications function
- Experience working with (or within) digital media teams, including social media and SEO
- Experience working at a senior level to develop communications lines

Summary terms and conditions

Contract:	Permanent , Full-Time (35 hours per week)
Salary:	circa of £40,000 per annum
Annual leave:	25 days holidays per annum plus UK bank holidays
Pension:	Generous Pension Scheme (from day one of joining CI Arb)
Healthcare:	Company scheme subject to terms and conditions.
Life assurance:	Company life assurance scheme.
Other Benefits:	<ul style="list-style-type: none">• Season ticket loan• Cycle to work scheme• Perkbox (employee money saving platform)• Flexible working hours• EAP (Employee Assistance Program)• Social events e.g. Christmas party, summer party, International day, Charity events• 1 a day (Fruit in the office)
Location:	CI Arb Head Office, 12 Bloomsbury Square, London, WC1A 2LP
Notes:	We are keen to encourage applicants from all identities and walks of life.
Apply:	To apply for this job opportunity, please click on APPLY HERE
Closing date:	21 October 2021