

Communications Officer Membership and Strategy Business Unit Job Description

Job Title:	Communications Officer	Reporting to:	Head of Communications and Marketing - Membership
Department	Membership and Strategy	Direct Reports:	N/A
Key Contacts:	Membership Team members within SIP and NSSG; Members within both Groups	Location:	Warrington
Date Created:	19.6.19	Date Revised:	03.02.21

Job Purpose

Create, design and implement a range of marketing and communications activities to support the aims and objectives of the Membership and Strategy Business Unit. Working closely with the Comms Manager and Business Unit Heads to reach and engage a diverse audience of professionals (B2B) who share a passion for workplace skills within the UK science and nuclear sectors.

Key Accountabilities

- Work with the marketing team to create and share multi-channel communications that informs, and engages members of two employer led membership groups supported by Cogent Skills, - the Science Industry Partnership (SIP) and the Nuclear Skills Strategy Group (NSSG).
- Work with the Membership Marketing and Communications team to update and manage content for two distinct, member facing Websites
- Create and publish social media content for NSSG and SIP across multiple platforms, including LinkedIn, Twitter, Instagram and YouTube.
- Responsible for the SIP Ambassadors microsite including project management of any updates including liaising with web designers
- Oversee the scheduling of social media to ensure the continual promotion of all marketing streams
- Monitor social media analytics and share a monthly update with the wider Membership and Strategy team.
- Responsible for sourcing editorial content for digital Newsletters for NSSG, SIP and SIP Ambassadors.
- Take the lead on writing membership case studies in response to an initial introduction and brief from Business Unit Head
- Live social media posting during large-scale and significant events.
- Support other team members with any communications task, in particular the SIP Careers Manager and SIP Standards Manager



- Other duties including distributing press releases to key magazines and journals, keeping a library of photos and images for use in publications and case studies and monitoring digital media for issues of interest to Members

Essential Knowledge Skills and Qualifications

- A bachelor's/master's degree (or equivalent) in Communications/Marketing/PR/Digital Media/English
- The ability to research, digest, analyse and present material clearly and concisely
- Must have at least 1-2 years marketing experience, preferably B2B
- Have excellent written skills
- Be an enthusiastic team player
- Have a positive attitude
- Be flexible and adaptable
- Have good time management skills and attention to detail
- Must have recent experience of digital platforms and knowledge of social media communications
- Experience of communication within a Membership, Further Education, or science setting an advantage

NOTE: This job description is not intended to be all inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organisation.

