

## Job Description

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| Job Title: | Communications Manager (content and digital) |
| Department: | Communications |
| Reports to: | Communications Director |
| Responsible for: | No direct reports |

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| Overall Aim:   * To originate and deliver high quality content across all the UK Chamber of Shipping’s digital platforms, specifically: * To work with colleagues across the business to develop regular, informative and interesting content on the UK Chamber of Shipping website, including news articles, blogs and thought pieces * To lead the development of social media content to drive new followers and engagement * To maintain and develop relationship with external web and design agencies |
| Key Responsibilities:   1. To write high quality copy for the website and other publications, based on the UK Chamber’s objectives and activities 2. To develop a social media strategy to boost follower numbers, reach and interaction, by developing content and scheduled activities 3. Take responsibility for the Daily Briefing (press round up) and Bulletin (weekly e-newsletter) 4. Own the relationship with external web, design and multimedia agencies 5. Work with the Head of Communications to create and exploit media opportunities relating to the UK Chamber’s activities, particularly related to the trade press. 6. Manage UK Chamber visual identity – ‘guardianship’ (review and use) of brand, logo, other brand elements, and how our document templates, publications and digital communications look 7. Carry out other tasks as determined by the Communications Director 8. Carry out ad hoc supporting duties for Maritime UK as required |
| Please also be aware of and follow the organisation’s policies and procedures, with particular attention to equality and diversity. To further your development and knowledge you will be expected to attend training as necessary.  The organisation reserves the right to amend this job description as necessary, after consultation with the post-holder, to reflect changes in or to the job. |

## Role Experience, Knowledge and Skills Profile

Communications and Events Executive

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|  | Essential | Desirable |
| Experience & qualifications | * Graduate level in a relevant field * At least 3-5 years’ relevant experience * Experience of copy-writing * Experience of managing social media and web platforms | * Experience of managing external web development agencies |
| Knowledge | * An understanding of modern communications techniques * Understanding of social media best practices * An understanding of working with website content management systems | * Knowledge of the shipping industry * An understanding of design software such as InDesign |
| Skills | * First class writing skills * A nose for a story, identifying which areas of UK Chamber activity offer communications potential * Ability to work on own initiative, make day-to-day decisions and deliver objectives with minimal oversight * Sufficient computing skills * Well organised and methodical * Problem solving * Good verbal communication skills | * Political nous and interest in political events * Commercial awareness, ability to identify and develop business opportunities to generate new revenue |
| Personal style and behaviour | * Personal commitment to the values, vision and objectives of the organisation * Pro-active and team-orientated | |
| Other requirements | * Commitment to high quality service and efficiency in all aspects of the organisation’s operations * Commitment to equality and diversity * Ability to work flexibly including some evening work in line with the needs of the business | |

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| Issued on behalf of the UK Chamber of Shipping | This role profile has been read and understood by me |
| Signed: | Signed: |
| Name (please print): | Name (Please print): |
| Date: | Date: |
| CEO Authorisation | |
| Signed: | Date; |