

## Job Description and Person Specification

---

<b>Job title</b>	<b>Digital Content Marketing Officer, CIOL &amp; IoLET</b>
<b>Contract</b>	<b>Permanent</b>
<b>Salary Band</b>	<b>£23,000 - £25,000 (starting salary depending on skills and experience)</b>
<b>Hours</b>	<b>35 hours per week (Monday to Friday, 9am to 5pm) Occasional out-of-hours and weekend work may be required</b>
<b>Place of work</b>	<b>CIOL, Dunstan House, 14a St Cross Street, London EC1N 8XA</b>
<b>Reports to</b>	<b>Marketing and Communications Manager</b>

---

### ABOUT CIOL

CIOL is the leading membership organisation for all language professionals. Its membership is diverse and includes translators, interpreters, language teachers, university lecturers and linguists who use their foreign language skills in business, the professions and government. Our five core values are:

- International understanding – respect for the diversity of languages and cultures
- Professionalism – in our dealings with our members, our staff, our customers
- Integrity – in relation to our members, our staff, our customers
- Responsibility – to the wider community and the environment
- Innovation – in our products and services and their delivery

These values are underpinned by a belief in equality and a respect for diversity and difference.

The IoL Educational Trust is the Awarding Organisation (AO) associated with the CIOL. It is the only specialised languages AO in the UK offering its own suite of professional qualifications from intermediate to post-graduate level and servicing the examinations on behalf of a number of external clients.

The post-holder shall work within the parameters of the organisation's strategic and operational plans and within good practice as understood within the sector and as developed by CIOL-IoLET.

### JOB PURPOSE

To create engaging and relevant digital content for the organisation and to monitor and to analyse the success of this content according to agreed performance indicators. The post holder will also be responsible for all CIOL-IoLET social media channels, posting and managing content, responding to day to day queries and using this experience to identify new opportunities in digital outreach. The post holder will also contribute to the creation and implementation of the organisation's digital strategy.

### MAIN TASKS AND RESPONSIBILITIES

**In common with all other staff:**

- Contribute and support CIOL's vision, mission and strategic objects
- Perform the role of good ambassador for the organisation, at all times
- Ensure security and confidentiality of all examination or membership data, at all times
- Be proactive and flexible by supporting and assisting colleagues and functions as and when necessary
- Promote and develop CIOL examination and membership services in collaboration with both CIOL and IoLET staff
- Actively take part in any other duties necessary for the smooth running of the organisation
- Participate in annual performance and development reviews
- Undertake training as recommended by your line manager
- Abide by all organisational policies and practices

## **Main purpose and scope of the post:**

### Social media

- Manage all social media channels on a day to day basis, responding to queries as necessary
- Develop and optimise digital and social media outputs, including text, images, video and audio to reach wide-ranging target audiences, including larger recruitment, renewal and awareness campaigns which require coordination with other teams within the organisation
- Increase the organisation's visibility among potential members and exam candidates and other relevant stakeholders
- Spot trends and advise on best social media content and new emerging technologies and platforms
- Extend the organisation's social media reach

### Technical

- Support technical aspects of the organisation's website and CRM
- Use analytic tools to report on social media and web performance

### General

- Review online content, making sure it meets users' needs, is up to date, and is search engine optimised
- Catalogue new images and copy
- Create relationships with external websites to increase site traffic
- Create content for monthly members' update and manage distribution in a timely manner
- Support the digital version of The Linguist, developing strategies to optimise readership
- Execute all email campaigns including member network activity and the promotion of CIOL events and CPD training
- Provide quality control support e.g. proof-reading, editing and making sure all content is on brand
- Ensure communications, website and social media are on brand
- Other reasonable duties as directed by the line manager

## Person Specification

---

### KNOWLEDGE, TRAINING AND QUALIFICATIONS

#### Essential

- An academic or professional qualification in any related discipline or equivalent relevant work experience
- Excellent MS Office skills

#### Desirable

- Knowledge and understanding of working in either a membership organisation, professional body or not-for-profit / charity sector

### EXPERIENCE

#### Essential

- Evidence of developing and executing digital marketing and communications campaigns
- Ability to utilise social media channels and bulk distribution email systems as effective marketing and communication tools
- Experience of web content management systems
- Understanding of web and social media analytical tools

#### Desirable

- Experience of working with volunteers
- Working knowledge of Drupal CMS
- Working knowledge of Civi CRM
- Graphic design experience (Quark Express preferably)

### CORE SKILLS

- Problem-solver with a focus on delivery
- Excellent communication skills; ability to express yourself clearly both verbally and in writing
- Good interpersonal skills; ability to be professional, tactful with a good awareness of others
- Excellent time management skills; ability to manage a busy and varied workload with competing deadlines
- Excellent attention to detail; ability to maintain a high level of accuracy
- Flexible, pro-active approach with the ability to prioritise

The above job description covers the main duties of this position as at September 2017.

The Chartered Institute of Linguists (CIOL) reserves the right to review and revise all job descriptions from time to time according to business need. Any future review or revision will be carried out in consultation with individual members of staff. This job description does not form part of the post-holder's contract of employment.

September 2017