

Job Description and Person Specification

Job title	Digital Content Marketing Executive – CIOL and CIOL Qualifications
Contract	Permanent
Salary Band	£23,000 - £25,000 (starting salary depending on skills and experience)
Hours	35 hours per week (Monday to Friday, 9am to 5pm) Occasional out-of-hours and weekend work may be required
Place of work	CIOL, 167 Fleet Street, London EC4A 2EA
Reports to	Marketing and Communications Manager

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. We expect our staff to follow our five core values, which are:

- International understanding
- Professionalism
- Integrity
- Responsibility
- Innovation

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

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 and CIOL Qualifications 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 to 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 membership and examination or membership data in line with the organisation's GDPR policy
- Be proactive and flexible by supporting and assisting colleagues and functions as and when necessary

- Promote and develop CIOL examination and membership services
- Actively take part in any other duties necessary for the smooth running of the organisation
- Participate in annual performance and development reviews
- Undertake training to support your career development
- Abide by all organisational policies and practices

Main purpose and scope of the post:

General

- Create content for monthly members' update and manage distribution in a timely manner
- 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
- Help to grow the reach of CIOL through content marketing
- Reporting and using data to inform future decision-making on campaigns
- Marketing webinars and events
- Review online content, making sure it meets users' needs, is up to date, and is search engine optimised
- Catalogue new images and copy

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

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 CMS systems
- Understanding of web and social media analytical tools

Desirable

- Experience of working with volunteers
- Knowledge of Wordpress
- Graphic design experience (Quark Express preferably)

CORE SKILLS

- 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
- Problem-solver with a focus on delivery

The above job description covers the main duties of this position as at April 2019.

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.