

Communications Officer Grade 11

We are looking for a talented, passionate communications professional to join our dynamic team. This role reports to the Communications Manager and involves supporting the delivery of a range of communications activities to raise the awareness and understanding of MIB's services as well as the client companies that we support. The Communications Officer will also take responsibility for communications activities within specific areas of the business, under direction from the Communications Manager.

This diverse role demands a range of skills and expertise across owned, earned, shared and paid communications strategies underlined by a passion to create compelling content to a diverse B2B target audience. Managing expectations while developing strong, effective relationships with corporate stakeholders is a key aspect of this role. We need a team player who is confident in planning their work programme, delivering against objectives and analysing the results.

Your responsibilities will include:

- Working alongside the Communications Manager to plan and deliver the communications schedule of activity for allocated business areas ensuring alignment to corporate priorities
- Developing and maintaining the corporate identity – acting as brand custodian for allocated business areas and providing assistance where required
- Under referral to the Communications Manager, acting as writer and editor, overseeing individuals and committees responsible for delivering content to internal and external stakeholders via publications and websites
- Contributing to planning and providing tactical support for key activities in the annual schedule including media liaison, website content management, production of publications and marketing materials for conference and events
- Managing the interaction with social media campaigns and the traffic to all relevant websites and producing reports on performance targets and goals being achieved
- Maintaining department records and key stakeholder databases for communications and marketing programmes
- Managing the budget tracker and supporting the company processes for suppliers to communications
- Acting as deputy for Communications Controllers when necessary.

The successful candidate will need to have the following:

- A minimum of QCF level 5 (CIPR L5 or equivalent). It is also a requirement of the job that the jobholder already has a relevant PR related professional qualification
- Passion and up-to-date knowledge about the use of social media and related monitoring / online tools (Radian6, GoogleAnalytics and Brandwatch)
- Desire to tell compelling stories and to produce multi-channel content that engages with the target audience
- Experience in publishing content for online platforms (eg Umbraco)
- Comprehensive understanding of best practice within communications and marketing i.e. PR, social media, corporate affairs, internal comms, stakeholder engagement and campaign

management

- Strong verbal and written communication skills
- High standards for themselves and others and has a strong desire to succeed.

All applications should be made using an internal application form, which can be found on the intranet, and sent to Kelly Drane, HR Officer. Closing date: noon, 15 June 2017.