

Head of Communications (Part-time)

Salary £27,000 - £43,000 (pro rata) depending on experience + benefits

The Head of Communications role is responsible for developing and implementing a communications strategy, using a wide variety of media channels to raise awareness of the Institute for Employment Studies (IES) and the work it does, and in turn enhance its reputation. The target audience for IES work includes government and other public agencies, employers, as well as the wider public. The Head of Communications will work closely with a wide variety of colleagues to develop key communications campaigns and projects.

The role is a part-time position, reporting to the Director of IES. This is an excellent opportunity for an individual with social media, digital marketing, and campaign-based project experience who wants to make a substantial impact to a small, not-for-profit research organisation.

The Institute for Employment Studies is an independent, apolitical centre of research and consultancy in employment and human resource topics. It works closely with government departments, agencies, professional and employee bodies, and with employers. IES is a registered charity based in Brighton with over 40 multidisciplinary staff.

The main purpose of this role is to raise the profile of the Institute proactively by:

- Developing and implementing a communications strategy to support the strategic direction of IES.
- Providing strategic direction on the dissemination activities of the Institute to support the work of our researchers and consultants.
- Managing and co-ordinating internal information provision, specifically internal databases and the staff intranet.
- Planning and co-ordinating the external presentation of the Institute's work to its target audiences. This will both support the Institute's charitable mission to disseminate its research findings to a wide audience, and assist the Institute in marketing its services to potential funders of research and consultancy.
- Managing and directing the work of the Communications Officer.

The key aspects of the role are set out below.

Dissemination and marketing

The post-holder will oversee the generation of content for digital, broadcast and print media to raise the profile of IES including:

- institute-authored research and consultancy reports and other research outputs for publication;
- other publications such as the Institute Annual Review, regular newsletters, and promotional material; and
- the Institute's digital and social media outputs and channels.

In addition, the post-holder will:

- Work with the IES Director responsible for the Institute's corporate membership programme (the [IES HR Network](#)) to support the provision of IES corporate membership services. This will include overseeing the creation and dissemination of suitable information and marketing materials to corporate members, and promotion of IES membership or research/consultancy campaigns to non-members.
- Develop and maintain the Institute's brand identity, house style and editorial standards, ensuring compliance among staff both internally and across research outputs.
- Plan and implement a dissemination and media strategy for IES's research publications and consultancy expertise. With support from the Communications Officer, the post holder will write press releases and web content, as well as leading on developing press networks and contacts and exploring new routes for dissemination.
- Ensure compliance with relevant copyright, permissions and licencing regulations and legislation.
- Support the IES Honorary Fellows programme (a network of senior experts in the Institute's fields of work); this will involve liaising with the network to source content for blogs and regular communication with them via newsletters/emails.
- Liaising with third-party suppliers, such as designers and proof-readers, as appropriate.
- Carry out any other reasonable tasks as required to support the IES communications strategy and the Institute as a whole.

Information management

The post-holder will:

- Oversee the maintenance of and on-going improvements to the Institute's website (delivered through an external website agency). Plan and oversee the website content strategy whilst improving usability and search engine optimisation (SEO).
- Manage and maintain our internal knowledge management database in conjunction with the Director of Finance and Resources and Project Support Officers.
- Oversee on-going improvements to the Institute's intranet, currently requiring significant redesign and updating.

Person specification

Essential skills, knowledge and experience of the successful applicant include:

- A degree-level qualification in an appropriate discipline, or equivalent experience of communication and marketing techniques.
- Experience of social media, digital marketing, and campaign-based projects.
- A high level of IT literacy, ideally including proficiency in a range of software covering some or all of:
 - publication and word processing (MS Office suite/Adobe Acrobat);
 - website maintenance and development, including using content management systems and some basic knowledge of html/css/php and, ideally, javascript.
 - graphic design (Adobe Photoshop); and
 - web marketing applications (such as Google Analytics, Search Console, and AdWords) and overall content management; and
 - knowledge of relational databases (eg FileMaker).
- Good working knowledge of web information architecture and web technology, including an understanding of SEO best practices and usability and accessibility guidelines.
- An ability to combine a range of dissemination approaches in order to guarantee that IES research reaches its desired audiences, be they employers, employer bodies, policymakers, employees or the wider public, liaising with clients where appropriate.
- Experience of proofing, writing, editing and publishing for various formats, including both print and online environments.

- Excellent interpersonal and written and verbal communications skills, including presentation skills.
- Knowledge of publishing copyright laws and licencing.
- Strong organisational skills, flexibility, and the ability to manage competing priorities.
- Excellent attention to detail.
- Experience of managing staff.

Additionally, the successful applicant is likely to have some or all of the following skills, knowledge or experience:

- Experience of overseeing the development of new websites and intranets.
- Contacts with key journalists in IES' fields of work.

What we can offer

Salary: between £27,000 – £43,000 depending on skills and experience. Further salary progression will be dependent on performance in post.

The post is available for between 17.5-25 hours per week subject to negotiation with the person appointed to the role.

In addition, we offer:

- a collective salary supplement, (surplus share, payable in years when the Institute makes a financial surplus);
- a contributory career-average defined benefit pension scheme (USS), to which IES pays a monthly contribution of 18 per cent of basic salary and staff pay 8 per cent;
- 27 days annual leave, plus bank holidays and four closure days (pro rata);
- flexible working arrangements;
- employee assistance programme and occupational health support; and
- opportunities for training and development

This job will be based at the Institute's head office in Brighton.

The Institute for Employment Studies is an Investor in People and a registered charity (no. 258390). IES seeks to be an equal opportunities employer and our equal opportunities policy is available on request.

How to apply

Please submit a covering letter, demonstrating how your skills and experience meet the requirements in the job description and person specification, your salary expectations and a copy of your CV, along with a completed equal opportunities monitoring form.

Please send to:

Careers, IES, City Gate, 185 Dyke Road, Brighton BN3 1TL

OR

Email: careers@employment-studies.co.uk

Closing date for applications: **midday Monday, 23 October, 2017.**

