

Communications Support Officer (part time)

£20,000 - 23,000k (pro rata) depending on skills and experience

We are looking for an experienced communications professional to join our team. The role will report in to the Senior Communications Officer, and collectively you will support the effective delivery of internal and external communications across the Institute as well as assisting with report dissemination, dealing with media enquiries, liaising with third party suppliers and digital asset production.

The hours will be 20 hours per week and a working pattern can be agreed to help you balance work commitments with your life outside of it.

The Institute

The Institute for Employment Studies (IES) is a leading independent centre for research and evidence-based consultancy. Based in Brighton, IES can provide you with an unparalleled opportunity to get involved at the forefront of evidence-based research, to help bring about sustainable improvements in employment policy and human resource management. We are a registered charity, with over 40 multidisciplinary staff, plus UK and international associates.

For more information on the work that we do and clients we work with, please visit <https://www.employment-studies.co.uk/>.

The role

This role requires previous communications/digital marketing experience, excellent written and verbal communication skills and a keen eye for detail.

Main responsibilities include:

Internal communications

- Maintaining and updating the html-based Intranet with relevant company information including project wins, media citations, speaking engagements and links to published articles. In addition, and on occasion, the successful candidate will be required to add

new content (company policies, HR information and project-specific information) to the company-wide Intranet.

- Maintaining and updating the IES contact database – adding and removing contacts, recording IES output (published blogs, reports and speaking engagements).

Digital marketing and communication

- Assisting the Senior Communications Officer in uploading news, blogs, press releases, vacancies and other content to the website, following SEO best practice.
- Working with IES Project Managers to design infographics and icons to support IES' report output, using Photoshop and other web-based design packages (primarily Flaticon and Piktochart).
- Assisting the Senior Communications Officer in updating and maintaining social media channels, such as Twitter and LinkedIn, including regular communication with Project Managers to publicise project announcements and updates.
- Assisting with the production of regular round-up e-newsletters using Mailchimp and creating other updates as appropriate.

Publications

- Assist with the creation of brand-related publications, including the annual IES Impact Report, HR Network newsletter, marketing materials and event packs, working with internal stakeholders and external designers.

Press and media

- Responding to media enquiries and liaising between project leads and journalists.
- Recording press coverage in the contacts database
- Assisting the Senior Communications Officer in press release distribution

Events

- Assisting the HR Network Events Manager and Senior Communications Officer in marketing the regular HR Network events, annual conference and annual Directors' Retreat. Some on-site activity and event photography may be required.

Who are we looking for?

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

- Experience of either communication and / or digital 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)
- Excellent interpersonal and written and verbal communications skills, including presentation skills.
- Strong organisational skills, flexibility, and the ability to manage competing priorities.
- Excellent attention to detail.
- A professional and proactive approach to their work

Additionally, desirable (but not essential) skills, knowledge and experience of the successful applicant would include:

- 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.
- Experience of proofing, writing, editing and publishing for various formats, including both print and online environments.

What we offer you

The successful candidate will have the opportunity to work on a challenging, relevant and diverse range of projects; and the personal development opportunities that this provides, along with working closely with highly experienced and knowledgeable IES subject experts.

Salary: £20,000 - £23,000 (pro rata) depending on skills and experience

The starting salary will depend on the expertise and experience that the successful candidate brings to the job.

In addition, we offer:

- a salary supplement, depending on the Institute's financial performance;

- a contributory career-average defined-benefit pension scheme (USS), to which IES pays a monthly contribution of 19.5 per cent of basic salary and staff pay 8.8 per cent;
- 31 days' annual leave (pro rata) (includes four Christmas closure days), plus bank holidays;
- Flexible working pattern to help balance your work and life commitments

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

The Institute for Employment Studies is a registered charity (no. 258390). IES seeks to be an equal opportunities employer.

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 also complete an Equal Opportunities Monitoring Form which can be found here: <http://www.employment-studies.co.uk/vacancies>.

Please return a covering letter, your CV and equal opportunities monitoring form to:

Email: careers@employment-studies.co.uk

or

Post: Careers, IES, City Gate, 185 Dyke Road, Brighton BN3 1TL (Telephone: 01273 763456)

Closing date for applications: **midday, Monday, 23 September, 2019**

Interview date: **Thursday, 03 October, 2019**