

THE CHARTERED INSTITUTION OF HIGHWAYS AND TRANSPORTATION – JOB DESCRIPTION

Job Title: Communications Officer
Reports to: Marketing & Communication Manager
Job Purpose
<ul style="list-style-type: none"> • Support the communications team • Enhance the reputation and profile of the Institution. • Effectively communicate the Institution’s messages to all its stakeholders and members • Produce to quality, time and budget the range of printed & electronic material required by all departments of the Institution. • Maximise the opportunities to influence government and key external bodies. • Maintain the Institution’s current website and social media channels
Key Contacts
<ul style="list-style-type: none"> • Stakeholders including media, governments, members and commercial organisers. Advertising, suppliers, marketing bodies and production companies. Region web / communication officers, Board and Council members
Key Responsibilities
<ul style="list-style-type: none"> • Assist the Director of Communication and Marketing & Communications Manager in meeting organisational objectives, including enhancing the reputation and profile of the Institution • Providing drafting support for the range of documents and media produced by the Institution • Day to day management of the CIHT Website, including updating content, ongoing monitoring and proactively gaining input from other staff as necessary • Support implementation of website projects / development • Produce and coordinate content and distribution of e-newsletters • Manage specific projects (under the supervision of the Director of Communication) • News gathering and drafting for newsletters, website • Create and source opinion pieces, news stories. • Monitor and research information sources (e.g. informally and through web, news media, technical publications) to identify issues where the Institution should respond, reactively and proactively, and communicate these views either in person, or through appropriate members or others • Acting as key liaison with external media sources • Promoting the institution to internal and external stakeholders • Pro-actively recommending one-off initiatives to increase CIHT’s profile • Pro-active development and implementation of CIHT’s social media strategy including Twitter, LinkedIn and YouTube • Providing cover and support for the rest of the communications team • Other duties within the competence of the job holder as required by the Institution
Dimensions
<ul style="list-style-type: none"> • No line management or budgetary responsibilities
Personal specifications
Essential
<ul style="list-style-type: none"> • A minimum of 2 years communications experience • Ability to work quickly and flexibly • An appreciation of what is news

- Be a strong and confident overall communicator
- A passion for and experience of using social media channels
- Ability to produce engaging copy for multi-channel use
- Good understanding of Microsoft Office including Word, PowerPoint & Excel
- Initiative to develop and implement innovative solutions
- Knowledge of issues around drafting for different media or outcomes
- High quality time management, work scheduling skills to manage a variety of jobs with different deadlines at the same time
- Ability to facilitate cross-team working
- A willing approach to get involved in the wider work of the Institution

Desirable

- Degree level education or equivalent
- Qualification in communications
- Knowledge and experience of using a Content Management System
- Negotiating skills, to develop high quality communications documents in discussion with people from a wide range of backgrounds (members, corporate partners as well as staff)
- Proof reading, copy editing skills
- An eye for design
- Minute writing and committee organisation skills
- Ability to work across several teams
- Experience of using a Customer Relationship Management system

CIHT Diversity & Inclusion Statement

CIHT members, Trustees and staff have a responsibility to create an environment that values equality and diversity.

CIHT strives to be an inclusive organisation that

- *values the contributions that people from diverse backgrounds make to Highways and Transportation.*
- *believes that everyone should be treated with dignity and respect.*
- *works to identify and remove unnecessary barriers to working in the industry*
- *actively encourages people from all backgrounds into membership*
- *takes a lead in championing diversity and inclusion in the transport infrastructure sector*
- *supports the Department for Transport's diversity and inclusion initiatives*
- *showcases the contribution that people from different backgrounds make to the industry*
- *provides individuals from diverse backgrounds with the support that they need to develop as professionals.*
- *benchmarks progress on diversity and inclusion against other organisations and industries*

The Institution's recruitment procedures are based solely on the necessary and justifiable job requirements and the individual's suitability. Care will be taken throughout the planning and process of recruitment to ensure that criteria are specific to post requirements and do not include elements which may be construed as being unfairly restrictive or disadvantageous to any individual or group of potential applicants.