

Role Profile & Person Specification

Job Title:	Communications Manager
Department:	Member Engagement
Location:	Home/Office (Hertford)
Role reports to:	Senior Marketing & Communications Manager

Role Profile

Purpose of Role

This role is responsible for managing and developing the IMI's internal and external communication plans. Ensuring that staff members are kept up to date with organisation wide progress and changes, and growing awareness of the IMI brand externally through creating compelling content led campaigns.

Key Responsibilities:

Internal Communications

- Implement an internal communications strategy, timeline and plan for the IMI that keeps all employees and stakeholders engaged and informed
- Work closely with key departments in understanding the needs to the IMI staff and stakeholders
- Work with the senior leadership team to develop a plan to better engage them with the IMI staff through Workplace and support with a content plan in line with the corporate strategy
- Maintain and take ownership over the IMI's intranet (Workplace from Meta)
- Run regular staff feedback surveys to understand the needs and areas of discussion of key importance

External Communications

- Input into the communications and engagement strategy alongside the marketing manager and senior marcoms manager
- Develop and manage the IMIs storytelling and content strategy, ensuring messaging remains consistent with business objectives and engages with key stakeholders
- Lead on and manage an integrated brand awareness raising campaign
- Work closely with the senior leadership team to understand the past, present, and future vision and translate this into appropriate communications for key stakeholders
- Hold regular catchups with department heads and teams to understand the communication needs of their areas and work with them to develop a plan
- Take ownership over the IMI's Community Forum platform and work with the Community Coordinator to drive engagement and usage of the platform
- Help onboard the senior leadership team onto external social channels and develop a specific communications plan for the EDT
- Work in partnership with the IMI's PR agency to effectively drive engagement and IMI brand awareness within automotive

Key Performance Indicators:

- Drive staff engagement and satisfaction up, making Hybrid working work for all
- Implement an internal communications plan that meets the needs of the staff and stakeholders

- Implement an external communications plan that meets the needs of the members and key stakeholders
- Increase take up and engagement of the IMI's Community Forum
- Work with the wider MarComms team to ensure that communications are in line with the messaging from the IMI
- Increase the IMI's brand exposure and increase engagement and opinions of the IMI brand

Key Relationships:

- Business-wide supporting and advising all teams/staff as required
- SLT (EDT and SMT)
- External suppliers and IMI stakeholders
- MarComms

Job Context:

The job-holder reports to the Senior Marketing and Communications Manager and will have operational delivery and accountability of the IMI's internal and external communication plan and will help to build a much larger brand presence.

Authority Level:

- Jobholder has one direct report
- Jobholder has limited budget management and monitoring responsibility as devolved by the Marketing & Communications Manager
- Jobholder has multiple stakeholder relationships to maintain – internal / external

Operational:

Makes decisions in consultation with the Senior Marketing & Communications Manager
 Appoints external suppliers in consultation with the Senior Marketing & Communications Manager
 Jobholder has autonomy to make decisions relating to normal operating processes and policies

Person Specification

Essential Knowledge & Experience

- Strong business partnering skills
- Knowledge of relevant communication channels
- Experience in the deployment of internal and external communications plans
- Excellent knowledge of what constitutes good communication practice
- Strong copywriting skills
- Strong proof reading skills
- A solid knowledge of brand awareness, presence and appearance with experience of driving brand growth through communications
- Creative skills for contributing new and innovative ideas
- Strong communication and people skills for articulating ideas to colleagues and stakeholders
- Leadership qualities to lead and motivate a team
- Excellent team working, collaboration and networking skills
- Organisational skills, with the capacity to prioritise and work across multiple projects
- Project and campaign management skills
- The ability to work well under pressure to meet deadlines
- Skills in data analytics and interpreting statistics for business through communication channels
- An eye for detail and the ability to work accurately

Desirable Knowledge & Experience

- Awareness of what constitutes good online content
- Knowledge of Microsoft Dynamics 365
- Knowledge of Click Dimensions
- Knowledge of Workplace from Meta
- Communications degree or equivalent technical experience
- Brand awareness degree or equivalent experience
- Project management experience
- Experience of working in the membership or the further education landscape

Required Competencies

- Management of internal communications
- PR experience (or working closely with PR agency/team)
- Understanding of what a good communications plan looks like
- Managing external suppliers
- Business/systems analysis experience
- Direct report management
- Regulations around data protection (GDPR) and accessibility

Essential Qualifications:

- N/A

Desirable Qualifications:

- Communications degree
- Project management qualification

Other Requirements

- [Hertfordshire head office/Home] based
- Full time, with flexibility required to accommodate regular event attendance
- Able to travel extensively, sometimes overnight (UK and overseas) as required
- To undertake other tasks to support the business as required

