

Role Profile & Person Specification

Job Title:	Belonging & Engagement Manager
Department:	Equity, Diversity, Inclusion & Belonging (EDIB)
Location:	Office/Home Based (Flexible)
Role reports to:	Careers & Inclusion Manager

Role Profile

Purpose of Role

To engage and inform our member community, and the wider automotive sector on topics and initiatives that foster community engagement and belonging, using all opportunities to highlight equity, diversity & inclusion as a means to achieve this. This role includes generating and developing content and resources to support the IMI Diversity Taskforce activity and managing our networks, partners and sponsors.

Key Responsibilities:

Partnership Management - (45%)

- Identifies commercial opportunities and builds value-led sponsorship packages to attract sponsors to support the Diversity Task Force-driven initiatives.
- Manages the successful delivery of sponsorship packages including external stakeholder management, analysis, and reporting.
- Builds relationships with existing and potential sponsors and partners.
- Ensures that all partner organisations, including the IMI, receive value-for-money and achieve their stated individual objectives.
- Ensures all partner and sponsor contracts and documentation are up to date and key milestones are being tracked and met.
- Start, lead and monitor Task Force working group discussions on social media platforms or discussion forums
- Manage LinkedIn EDI group with content generation, sharing newsworthy articles and promoting discussion amongst the group.

Content, Planning, Creation & Delivery - (45%)

- Create and manage diverse case studies across multiple mediums including written, audio and video to ensure that 'everyone can see themselves represented'.
- Create content which promotes equity, diversity and inclusion that can be used across multiple channels, including but not limited to, email, digital social media.
- Create content which keeps internal and external stakeholders up to date with the progress and impact of the Diversity Task Force that can be used across multiple

channels and for different stakeholder groups, for example, updates to senior stakeholder groups and monthly Task Force working group newsletters

- Collaborates with the Marketing & Communications team to ensure corporate messages around equity, diversity and inclusion are fit for purpose.
- Read and research emerging content about equity, diversity and inclusion and share with internal and external stakeholders.
- Work with the Research & Insight Manager to ensure that diversity data on the sector workforce is up to date and communicated effectively.
- Drives up Diversity Task Force engagement on IMI Connect/LinkedIn by seeding and creating relevant content and conversation.

Reporting & Analysis - (10%)

- Puts in place an effective method of tracking the impact of sponsorship packages and provides sponsors with written reports during and post-agreement periods.
- Carries out analysis on partnerships to establish their effectiveness, creating written reports/slides.
- Measures the 'value for money' for the business where the IMI sponsor subscribes to equity, diversity and inclusion initiatives.
- Monitors and reports on the Diversity Task Force engagement across digital channels.
- Supports the departmental head and line manager in preparing monthly and ad hoc reports for senior leadership and external stakeholders.

Key Performance Indicators:

- Personal and business objectives
- Team & business key performance indicators (KPIs).
- Positive performance feedback from colleagues and wider team.

Key Relationships:

- IMI Member and wider automotive Community,
- IMI Diversity Task Force members, IMI Diversity Task Force team (internal) and Automotive Diversity Network members.
- IMI team and marketing colleagues.
- All internal departments External suppliers.

Job Context:

- The jobholder reports to the Careers & Inclusion Manager
- Job holder works at Specialist level

Job Dimensions: Specialist

- Work at a semi routine level, performing a range of activities that may vary.
- Requires performance of a wide range of activities, requiring substantive knowledge of specialised systems and/or procedures and specialist knowledge & skills required to be effective (external qual/recognised training or relevant experience)

- Is able to handle a variety of planned and reactive requests with a flexible approach to meet business needs.
- Decision making is guided by standardised procedures/processes.
- Has authority to resolve normal problems/situations encountered day-to-day.
- Communication involves the giving of detailed advice or persuasion.

Authority Level:

Financial:

All spend will be within guidelines from and requires approval from the Careers & Inclusion Manager and Head of EDI & B (where appropriate)

Operational:

Makes decisions that fall outside 'standard' work processes/procedures in consultation with the Careers & Inclusion Manager and Head of EDI&B (where appropriate)

Person Specification

Essential Knowledge & Experience

- Previous experience in a similar role in EDI or marketing with EDI interests
- Previous experience using social media and online platforms to effectively communicate with stakeholders and wider communities.
- Understanding of how to create engaging content relevant to different audiences
- A knowledge of how to create marketing campaigns to support the effectiveness and impact of events
- Able to demonstrate previous experience and passion to drive diverse content and carry out EDI related activity across multiple platforms

Desirable Knowledge & Experience

- Equity, Diversity, and Inclusion projects.
- Automotive sector.
- Membership Body communications

Required Competencies

- An understanding of the importance of EDI in the community & workplace
- Passion for raising awareness of EDI in the community & workplace
- Proactive self-learner willing to research and share with others
- Attention to detail, logical and able to plan/schedule
- An excellent communicator, influencer and hold strong interpersonal skills with a 'can do' attitude to help meet team deliverables.
- Ability to be proactive and not afraid to make suggestions
- Highly organised with the ability to deal with multiple projects on an on-going basis and meet deadlines
- An enthusiastic and proactive person who can work alone on own initiative, but also within a busy team and under pressure of tight deadlines

Essential Qualifications:



Desirable Qualifications:

- Background in EDI or EDI initiatives
- Marketing or communications

Other Requirements

- [Hertfordshire head office/Home] based (hybrid optional)
- Full time, with flexibility required to accommodate regular event attendance
- Able to travel when required, sometimes overnight (UK, if overseas this will be discussed) as required
- To undertake other tasks to support the business as required

We are committed to building a more equitable and inclusive workplace. Please let us know if there are any reasonable adjustments that we can make to enable you to be successful in this role.