

ROLE PROFILE	
Job title:	Digital Communications Executive
Department	MarComms
Grade	C
Reporting To	MarComms Manager
Hours	Monday to Friday 35 hours per week, core hours of 10:00-16:00, flexibility outside core hours as agreed with manager (There may be a requirement to work additional hours for the proper performance of the role. No additional payment will be made for any additional hours worked.) Working from home as approved by manager plus flexible hours.
Location	Central London
Date last reviewed	January 2021
Role Purpose	
To support the Engineering Council's digital communications, internally and externally.	
Key tasks and duties	
<ul style="list-style-type: none"> • Contributes to the development and delivery of the organisation's marketing and communications strategy, specifically its digital strategy. • Monitors, maintains and updates content of the Engineering Council's public website, extranets and intranet/Sharepoint, writing and editing content as required (in consultation with internal teams), maximising accessibility and usability. • Supports internal teams in using the Engineering Council's digital channels effectively, training staff on their use as appropriate, and providing copywriting, editing and proof reading. • Responsible for the monitoring, maintenance and reporting of website analytics and social media statistics to support continuous improvement. • Supports the maintenance and development of the Engineering Council contacts database (including media contacts, PEIs and other stakeholders), ensuring this meets the organisation's needs. • Maximises the effectiveness of internal communications and knowledge management (such as volunteer records) through Sharepoint, internal blogs, email and other methods. • Supports the activities of other departments/projects within the Engineering Council, carries out ad hoc communications activities and undertakes other duties/tasks as directed by the MarComms Manager. • Support and actively participate in the organisation's commitment to quality management and compliance with ISO certification requirements. • Support and actively participate in organisation's compliance with GDPR. 	
Line management responsibilities	None
Delegated Authorities	Supervising external suppliers as agreed with the MarComms Manager
Internal contacts	All EngC staff
External Contacts	Institution staff and volunteers; EngineeringUK staff, RAEng staff, external suppliers

Financial Responsibility	None
Person specification: Including competencies, academic achievement, professional qualifications, skills, abilities, etc. needed for the role.	
Key technical skills – role specific	<ul style="list-style-type: none"> • Demonstrable understanding of theoretical communications concepts and channels. • Ability to write/edit copy and demonstrable proof reading skills • Ability to develop and carry out communications activities • Expert with web authoring tools/Content Management Systems (ideally, but not essentially, Umbraco) • Good knowledge of Google Analytics and Google Tag Manager
Other essential skills / requirements	<ul style="list-style-type: none"> • Excellent communication skills, both written and verbal, including good presentation skills • High degree of IT literacy including standard Office packages • Excellent organisational skills • Highly developed interpersonal skills with a lively and enthusiastic approach • Able to demonstrate good attention to detail • Experience of liaising with external suppliers • Good time management skills with the ability to prioritise and the flexibility to respond positively to changes in priority and deadlines.
Experience	<ul style="list-style-type: none"> • Experience of working in a digital communications role • Experience of working with professional membership organisations and/or not-for-profit enterprises • Experience of producing statistics and writing reports (desirable)
Key Behavioural Competencies	<ul style="list-style-type: none"> • Team working: ability to develop effective working relationships across various functions within the Engineering Council • Confident and proactive • Committed to achieving high standards of work, continuous improvement and personal development.
Qualifications	<p>Has gained or is studying towards a recognised marketing qualification</p> <p>Membership of a relevant professional body.</p>