



Job Summary

Job title	Social Media and PR Officer
Reports to	Digital Marketing Manager
Direct reports	N/A
Division	Marketing and Communications
Grade	5
Salary	£33,000 - £36,000
Contract	Fixed-term contract for 12 months

Role Purpose:

We're looking for a confident communications all-rounder to drive our social media and PR and media activity. You will split your time between social media and media with the aim of raising the profile of environmental health and the activities of the Chartered Institute of Environmental Health (CIEH).

The Marketing and Communications team provides support and advice across the organisation, and this role will be key in supporting membership, policy, events, training and our venue through our social media and PR activities.

Working closely with the Marketing and Communications team, and internal stakeholders, you will be creating and delivering content for our social media channels to maximise engagement and support on our wider campaigns.

You will also work closely with the Policy and Campaigns Manager and Head of Marketing and Communications to support the development and implementation of a new media framework and strategy.

Working with a variety of colleagues and stakeholders, you'll be an excellent communicator and people person with the ability to establish strong relationships with colleagues, as well as members and journalists.

This role will suit a driven and passionate communications professional who understands the media and digital landscape and can bring environmental health stories and issues to life.

Key responsibilities:

Social media

- Proactively create inspirational, informative and engaging content to be used across all our digital channels, increasing engagement with our audiences and stakeholders
- Design and create assets for marketing campaigns and activity, ensuring all assets adhere to the brand guidelines
- Manage CIEH and 15Hatfields social channels, including scheduling, monitoring and reporting.
- Work closely with key stakeholders around the organisation to promote their activities via social media
- Create compelling and impactful messaging that enhances our brand and reputation, whilst adhering to tone of voice guidelines
- Work with colleagues to plan, shoot, edit and deliver high-quality videos and photos for marketing activities and campaigns
- Create awareness and interest within our audiences and stakeholder groups, driving traffic to engage with digital content

Media and PR

- Work with Policy and Campaigns Manager and Head of Marketing and Communications to establish a media framework and infrastructure including identifying and training spokespeople
- Identify story opportunities within the organisation
- Write and support on proactive and reactive press releases, comments and quotes to communicate our core messages to relevant audiences
- Support on the creation and development of key messages on new and emerging issues and ensure they are coordinated through the correct media and communication channels
- Utilise media monitoring service (Vuelio)
- Act as main point of contact for inbound media requests, including coordinating media interviews and supporting on briefing staff and spokespeople
- Monitor the press and report stories and developments to key staff
- Upload press releases onto our website using our CMS system (Umbraco)
- Maintain and update a comprehensive media contact database, ensuring that the CIEH has strong relationships with key journalists and media outlets
- Support on crisis communications when necessary

General responsibilities

- Ensure all digital content follows tone of voice and brand guidelines
- Keep up-to-date with the latest digital marketing and media trends
- Support Digital Marketing Manager with website content updates
- Prioritise and schedule work effectively, anticipating problems and adjusting the allocation of resources and time accordingly
- Participate in regular departmental and cross departmental progress meetings
- Proofread as required

- Train and share knowledge with internal teams and volunteers where needed
- Work with contractors, suppliers and freelancers as authorised to support the role
- Remain current with our policies and procedures
- Attend events, meetings and functions as and when appropriate
- Act responsibly with data held by CIEH that you may have access to as part of your role, adhering to the provided guidelines and policies and reporting any concerns or possible breaches to CIEH's Data Compliance Officer
- Undertake ad-hoc work compatible with the post holder's status/experience as required
- The role will involve some out of hours media cover

Person Specification

The following are essential qualities in the post-holder:

- Educated to degree level, ideally in marketing, communications or PR, or significant experience in a similar role
- Energy, enthusiasm and proven experience in producing digital content
- Experience in PR
- Experience of developing and maintaining relationships with journalists
- Strong creative skills, a keen eye for detail and an understanding of the importance of brand
- Experience developing and managing social media campaigns across channels such as LinkedIn, Facebook, Twitter, Instagram, TikTok and YouTube
- Experience of photography and creating/editing graphics
- Understanding of digital analytics and metrics, their importance and the tools to monitor, manage and evaluate them, like Google Analytics and AgoraPulse
- Experience of video production, including filming and editing
- Excellent communication and writing skills
- Able to establish and maintain effective working relationships with other departments, members and suppliers
- Able to deliver a range of concurrent projects, on-time and to budget
- Able to travel to meet stakeholders and capture content
- Exceptional organisational and time management skills with the ability to prioritise and structure work schedules

CIEH is an equal opportunities employer.