JOB DESCRIPTION

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| Date of completion: | January 2017 |
| Job grade: | 4 |
| Job title: | Communications Leader- Print, Publications and Brand |
| Job title of line manager: | Head of Marketing and Corporate Communications |
| Directorate: | Public Affairs and Research |

1. **Purpose of job**

The purpose of the job is to develop and manage effective and integrated communications planning processes. To manage the overall plans and outputs of the following delivery channels: newsletters, publications, printed marketing materials. To own specific member communications and manage delivery of these.

The post holder will be the IFoA expert on branding, print and publications, ensuring that we manage our portfolio of publications and collateral to best effect. Specifically, this will involve managing a publication agency to produce our magazines, ensuring that our print and collateral is designed and delivered to the highest standard and to own the roll-out and implementation of our brand; ensuring that our values of Community, Integrity and Progress are integral to everything we do.

This role also has a strong planning element, owning the coordination and management of our integrated communications calendar.

This role has line management responsibility as well as responsibility for managing a wide network of contributors, agencies and designers.

1. **Key accountabilities**

* To manage, deliver and evaluate the production of our designed materials; advising and guiding colleagues to ensure our portfolio of collateral (including brochures, leaflets, magazines, event collateral and more) is produced in a timely manner to the highest standards, evaluated against clear targets and aligns with our brand values and strategic objectives.
* To manage the production of the IFoA’s magazine portfolio, developing and producing editorial content, in conjunction with relevant staff and agencies for The Actuary magazine and Delta magazine including supporting marketing literature, e-newsletters, e-alerts.
* To collate and coordinate the profession’s news content in The Actuary magazine. Plan and schedule news content several months in advance and ensuring content is fully integrated with the IFoA’s other themes and channels. Influence news contributors to deliver interesting, relevant content to deadline. Represent the IFoA as a member of The Actuary Management Committee and the Editorial Advisory Panel. Manage magazine subscriptions from non-members.
* To manage the internal print and design process such that the profession is clear about the steps to bring content into design/print – and clear about the value the process brings to the organisation.
* To manage and coordinate the IFoA’s Integrated Communications process; holding the calendar of integrated communications, and ensuring the smooth organisation-wide delivery of our key messages, campaigns and outputs.
* To write and produce effective communications material to promote the work of the profession to members, volunteers, staff and external audiences through online and offline delivery channels.
* To own the guardianship and development of the IFoA brand, maintaining the IFoA’s corporate editorial style and brand guidelines across all online and offline communications and marketing materials which includes working with staff and external suppliers to ensure all materials conform to brand guidelines and that the profession’s corporate style is interpreted as appropriate for every medium. Maintain the organisation’s internal brand and tone of voice guidance and roll out to new staff as part of the induction training programme.
* To manage the profession’s portfolio of graphic designers and creative agencies. Interview and brief new agencies for creative projects. Manage a range of communications and marketing projects as required.
* To stage and manage video and photo shoots to source imagery for the website and key publications.
* To maintain and stock the profession’s image library.
* To assist with compiling content for the profession’s website and assist with training staff in writing for the web to comply with the profession’s new publishing model and tone of voice guidance.
* To maintain and edit the team’s intranet content using Sharepoint.
* To support staff as a super user for the profession’s CRM database Integra.

1. Contacts

This role has extensive contacts with staff, volunteers, members and suppliers and is required to provide briefing and guidance on corporate communications and brand identity, so excellent communication skills and a strong ability to influence are vital.

1. Complexity

The role is required to be proactive in devising effective working methods and processes for engaging with staff, volunteers and members. The role may not have the solutions to problems so will often be working from first principles.

1. Decisions

The role has:

* Line management of 1 X FTE (Communications Administrator)
* Responsibility for coordinating the work of a wide range of agencies and print/production partners
* delegated authority to take decisions within clear guidelines and stated objectives
* responsibility for decisions which will have short, medium and potentially longer term implications for the organisation, for example in the areas of values and behaviours management and brand protection.

1. Impact

The role has major impact on the level of brand recognition and reputation the IFoA seeks to achieve within its long term strategy and values framework.

1. Knowledge and experience

The role will require:

* Excellent print and production management skills and experience
* Experience managing the output of and relationship with print, design and production agencies, with magazine experience a major plus
* Excellent project management and process-building skills
* Experience of developing and rolling out the application of a brand
* Education to degree level or equivalent
* Experience working in a proactive communications role with a collaborative, “team working” approach with excellent communications and interpersonal skills
* Excellent drafting skills
* The ability to select, develop and assess the applicability of techniques rather than just apply them
* The ability to adapt to non routine or non standard situations and problem solve to meet unplanned demands or resolve unforeseen difficulties
* A highly creative approach to the delivery of communications and marketing messages through online and offline channels
* A highly creative approach to visual identity and brand management
* Experience in creating and managing intranet content
* Budget management skills.

Desirable experience:

* Experience of membership and/or education organisations
* Experience coordinating and supporting multi-channel integrated campaigns
* Creative approach to the use of video and photographic content online and offline.