

JOB DESCRIPTION

Date of completion/review:	November 2017
Job title:	Communications Leader – Print, Publications and Brand (Grade 4)
Job title of line manager:	Head of Member Communications and Brand
Directorate:	Member Support

1. Our values

Our brand values, Community, Integrity, Progress, are the essence of our culture at the Institute and Faculty of Actuaries (IFoA) and are integral to everything that we do. By embracing the values and making the most of the opportunities available to you, you will find working at the IFoA a rich and rewarding experience.

2. Purpose of job

The purpose of the job is to work with the Head of Member Communications and Brand to develop and manage effective communications and marketing processes with the profession's members through online and offline delivery channels.

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.

3. Key accountabilities

- To write, develop and produce editorial content, in conjunction with relevant staff, for the profession's online and offline communications to members, including writing and editing material for The Actuary magazine, marketing literature, e-newsletters, e-alerts. Act as the focal point for managing and scheduling communications to members so that communications are relevant, targeted and timely.
- To manage, deliver and evaluate the production of our designed materials, advising and guiding colleagues to ensure our portfolio of collateral is produced in a timely manner to

the highest standards, evaluated against clear targets and aligns with our brand values and strategic objectives.

- To own 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 collate the profession's news content in The Actuary magazine. Plan and schedule news content several months in advance. 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 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 manage the work of the team's Communications and Marketing Assistant, developing their skills and ensuring they are a productive and valued member of the team
- 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 support staff as a super user for the profession's CRM database Integra.

4. 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.

5. 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.

6. Decisions

The role has:

- 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.

7. 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.

8. Knowledge and experience

The role will require:

- Experience in managing publication and collateral production
- Experience in managing design agencies to time and on budget
- A highly creative approach to visual identity and brand management
- Education to degree level or equivalent
- Experience working in a proactive communications role 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 digital content
- Excellent project management skills
- Budget management skills.

Desirable experience:

- Experience in line-management is desirable
- Creative approach to the use of video and photographic content online and offline.