

## Communications Manager (Part-time, 25 hrs per week)

August 2021

### About the role

The British Ceramic Confederation is currently looking for a part-time Communications Manager. The Communications Manager will work with the Chief Executive and policy colleagues to lead the implementation of external communication strategies and plans. They will take ownership of key communications projects and provide support and guidance on media relations, aligned to the strategy and brand.

As a highly skilled communicator, confident in using a variety of media channels, you can produce other forms of communications as necessary, including presentations, web copy, video etc. You will be comfortable using a variety of software packages to deliver these materials, from concept to production.

A proven record of outstanding writing skills is a core requirement of this post. You will also have an eye for detail, a capacity for analysis, the ability to present information to a range of stakeholders with clarity, and the ability to work effectively on your own initiative and as a member of a team, often operating under pressure. Excellent interpersonal skills are also critical. Public relations experience or a background in journalism, is desirable.

### Person specification

#### Essential

- Demonstrated team player and highly adaptable
- Experienced, confident communicator with a wide variety of stakeholders at all levels
- Experience of producing effective written communication for a range of audiences
- Highly literate and numerate with good IT skills and experience in writing press releases, business correspondence on complex topics, promotional literature etc.
- Demonstrated organisational skills
- Track record in project delivery to time, cost and quality
- Fast learner across a very diverse range of topics
- Experience in using variety of social media in a business environment
- Interest in regulatory, economic and political issues
- A highly motivated self-starter

## Desirable

- Graduate
- Experience in creating video content for social media channels
- Experience in manufacturing industry
- Understanding of GDPR
- Professional membership e.g. CIPR, PRCA (or other)
- Project Management qualification
- Experience in using CRM
- Experience of managing an IT project

## Tasks include

- Co-ordinating the delivery of the fortnightly Confederation newsletter using Mailchimp
- Responding to reactive media enquiries, managing proactive press releases and developing blogs (and/or) vlogs as part of the Confederation's ongoing campaigns.
- Working with colleagues to assist in maintaining the Confederation website, maintaining and developing the brand and ensuring these align with the member-centred strategy
- Assistance with events management and promotion, publications, social media and media/filming management
- Providing a source of communications consultancy and expertise to colleagues and Chief Executive at the Confederation
- Managing media enquiries, drafting quotes, organising media calls and distributing press releases
- Acting as a point of contact for Confederation member companies who may need advice on media matters
- Writing, editing and designing member-only and external reports
- Ensuring consistency in communications and targeting members and prospective members with appropriate messaging
- Raising the profile of the Confederation as a national trade association for the ceramics sector across the UK
- Undertaking any other reasonable duties as required

The Confederation is a national organisation. The successful candidate may have to work outside regular office hours on occasion, and some limited travel in the UK may be required.

The post holder will report to the Chief Executive. This 25-hour part-time post is based at our offices in Stoke-on-Trent, although there is the flexibility to work from home for up to 60% of contracted hours. The hours and days to be worked will be agreed. This post is a permanent position.