

Career Opportunity: Communications Manager

Location: Flexible with nationwide travel

A new, exciting opportunity has arisen at BIFA as a Communications Manager.

As a key member of our team, you will lead and oversee the production of all online, face to face and print channels which inform, inspire, and involve all BIFA members. You will implement improvements and manage an integrated annual communication calendar for all stakeholders across the business.

This is a great opportunity to play a part in what is an important role of improving the service to our members and at the same time, have a big impact in transforming current methods to more modern formats.

Key Responsibilities:

- **Website** - Direction of website and its future development. Provide expert guidance on structure, page content and layout. Work with page owners and their maintenance
- **e-Newsletters** - Improvement of e-Newsletters to members. Scheduling of relevant, engaging news to members
- **Editorial/Event Calendar** - Create and maintain an editorial/event calendar to ensure all messages are integrated and aligned to BIFA annual activity
- **Regional Meetings/Member Events** – Support regional meetings with relevant branded support material. Facilitate any cross-regional/national member online events
- **Policy & Compliance Support** - Support with production of assets for meetings along with any branded support materials or documents, pre/during/ post-event
- **Exhibitions** - Lead on the organisation of Multimodal and any similar events
- **BIFA Awards** - Support with BIFA Awards promotion and marketing so that planned communications are clear, well timed, engaging and of a high quality
- **Young Forwarder Network (YFN)** - Support and promote all YFN events
- **Good Practice Guides** - Support with production of official BIFA 'good practice guides' in line with BIFA brand guidelines
- **Marketing** - Work with the training team to promote upcoming courses through various channels
- **Social Media** - Post engaging, relevant content, monitor and deal with comments or pass them on to the relevant contact within BIFA and take appropriate action to respond
- **PR/Media** - Work with PR/Media consultant to integrate press releases into other BIFA channels and support with any specific external communication activities
- **Surveys** - Responsible for all member surveys, produce reports to enable relevant stakeholder to take appropriate action
- **Membership** - Support Membership team with communications
- **Databases** - Consolidate, improve, and maintain the various member and regional databases
- **Measurement** - Analyse all communication activity. Use member feedback to shape future development
- **BIFA Brand / Guidelines** - Manage retained relationship with marketing agency
- **BIFAlink** - Support with production, content, writing articles, reader feedback, future direction

- **Presentations** - Ensure that all external PowerPoint slides and supporting materials are of high quality, consistent and engaging
- **BIFA Projects** - Assist Director General and Senior Management team with any bespoke projects, providing communications advice and support
- **Industry Promotion** - Support BIFA's engagement with schools and colleges in the regions
- **Internal Communications** - Organise the bi-monthly BIFA staff update
- **Reporting** - Produce monthly communications evaluation report.

Desired Skills and Experience:

- 3-5 years' experience of working in Internal Communications/PR
- Relevant qualification in IoIC or CIPR
- Demonstrate experience in developing and delivering communications strategies that contribute to improving business performance and the ability to measure efficiency
- On and offline communication channel experience management e.g., eNewsletters, magazines
- Demonstrate knowledge of editorial processes
- Strong writing skills, demonstrate experience in translating technical language into a simpler, easy to read documents or communications for our members
- Be able to adapt writing styles for a variety of audiences
- Excellent attention to detail
- Experience of using social media platforms in a B2B environment
- Good working knowledge of Microsoft Office, TEAMS and Zoom
- Website editing experience, Adobe suite, InDesign, Photoshop, Video curating experience would be beneficial but not essential

Personal attributes:

- Excellent verbal and written communication skills
- Have excellent inter-personal skills with the ability to build good relationships with stakeholders and regions
- Focus on the outcomes for members and the business
- Demonstrate excellent planning and organisational skills and ability to work to tight deadlines
- Flexible with regards to travel as there will be a need to work away from home
- You will be adaptable and able to prioritise and plan your own workload and be comfortable working both independently and as part of a team
- Excellent communication skills, with an ability to communicate at all levels is essential

In return, we offer a competitive salary with excellent benefits, including 28 days annual leave plus public holidays.

For more information contact **Carl Hobbis** or send your CV and a covering letter to c.hobbis@bifa.org

All applicants must also download, complete and return the [BIFA GDPR Recruitment Policy](#).

Closing date for applicants is **30th July 2021**