

Insurance Institute of Manchester

Communications Officer

The role of the communications officer is to ensure that details of the institute's key events, activities, committees, and news updates are publicised and communicated appropriately to the membership and to the wider market, as necessary.

Consequently, the communications officer will develop a close working relationship with the CII's regional membership team.

Main responsibilities

Social Media – manage IIM social media platforms.

- *Updating on a weekly basis with key news, events, and activities.*
- *Respond to any queries and questions received through the platforms.*
- *Increase 'followers' across all platforms.*
- *Increase 'engagement' across all platforms.*
- *Report key figures and stats to council on a regular basis.*

Website + e-comms support – working with CII regional team.

- *Updating of key events onto website including associated communications.*
- *Updating of news items onto website.*
- *Updating of generic content including 'about us' pages and 'key contacts.*
- *Regular auditing of site to ensure information remains relevant and fit for purpose.*
- *Associated event e-comms – please note this will be an automated email once website has been updated.*
- *Management of e-comms diary to ensure members are not inundated with e-comms.*

Large scale event comms – Style in the City, Annual Dinner etc

- *Working with IIM committee leads to discuss communication process / needs for each large-scale events and activities. To include:*
 - *Website*
 - *E-comms*
 - *Regional promotion – to other institutes across the North West*
 - *Visibility across other CII platforms ie: The Journal.*

Marketing Collateral – In Touch (x2 per annum)

- *Run editorial meeting to discuss content with wider council.*
- *Manage and delegate articles / content with wider council.*
- *Edit / copy write articles.*
- *Work with design agency to create drafts for sign off by President.*
- *Proof-read and manage time scales for printing / production.*

The Journal / Trade Press – working with CII regional team.

- *Work with regional membership team to submit articles for The Journal / trade press.*