

Job Description – Senior Communications and Campaigns Officer (IFB)

Department	Communications and Campaigns
Grade / Work level	12 / 2
Reporting to	Communications and Campaigns Manager
Direct reports	No
WTW Code	

Job Purpose

- Lead communications and campaigns to support the successful delivery of a significant technology programme at the IFB, called Intelify. The role will also provide specialist comms support across additional key member-facing projects at the IFB.

Key accountabilities

- Lead on the communications strategy for the programme aimed at helping members and stakeholders (including staff, partners, governance forums and the wider industry understand, prepare for and adopt the changes that Intelify will bring.
- Build and maintain an integrated communications plan aligned to programme milestones, delivery roadmap and key events and measure and report on effectiveness.
- Develop the programme story, key messages and consistent narrative that explains the vision, benefits, progress and decisions throughout the programme lifecycle.
- Coordinate messaging consistency and communications quality across the programme.
- Produce materials for demonstrations, showcases, FAQs and toolkits and outsource creative content generation where needed
- Plan and deliver communications surrounding demonstrations, launches, workshops and other events.
- Lead on communications for the external launch of Intelify to members and the wider industry.
- Manage the schedule for member comms for IFB and write and build branded member emails to support key projects within the IFB.

Key accountabilities

- Take joint responsibility with other Senior Comms and Campaign Officers for managing the IFB press office.
- Take joint responsibility with other Senior Comms and Campaigns Officers for creating and publishing content on digital channels across our brands, including intranet, digital screens, websites and social media.
- Be a champion of all of our brands (MIB, IFB, ELTO and OIC), leading by example with consistent use of brand identity, tone of voice and writing style.

Role requirements

- Experience in delivering communications within large programmes, transformations or complex project environments.
- Confidence to engage with internal and external stakeholders at all levels and build and maintain positive relationships.
- Excellent copywriting and editing skills across all media types eg print, digital, social etc and strong ability to turn complex messages into simple and engaging content.
- Solid analysis and evaluation skills to help inform new communications and future campaigns.
- Ability to identify and develop a great story.
- Proactive and a strong ability to manage multiple demands.
- Ensure messaging is joined up and aligned to our strategy and purpose through working closely with other Communications and Campaign team members