

Job Description – Communications and Campaigns Officer

Department	Communications
Grade	11
Reporting to	Senior Communications and Campaigns Officer
Direct reports	No
WTW Code	

Job Purpose

- Deliver internal and external communications and campaigns for MIB brands across a wide range of channels including social, web, print and media relations.

Key accountabilities

- Work with the Communications and Campaigns team and stakeholders across the organisation to help deliver engaging communications and content across a range of projects and both organic and paid campaigns.
- Support the delivery and evaluation of large-scale integrated campaigns, working with our in-house content studio and any external agency.
- Take the lead on selected projects and campaigns within the delivery plan.
- Create social media activity that engages customers and supports strategic and campaign objectives.
- Create content on internal digital channels, including intranet, digital screens, websites and social channel.
- Maintain relevant sections of the MIB website, updating to support priorities of operational teams and stakeholders, as well as generating and optimising content to support SEO objectives.
- Source, write and secure approval for publications, statements, press releases etc.
- Support the management of MIB press office enquiries, responding effectively and efficiently, preparing spokespeople with pre-interview briefings as required, and reporting on coverage to the business.
- Evaluate analytics to assess the impact of social media programmes, media coverage and other campaigns, producing regular channel and campaign reports.
- Support the production of real life stories of victims of uninsured and hit-and-run driving as part of MIB's storytelling programme.
- Take pride in continually innovating and supporting team members.

Key accountabilities

- Keep up to date with news and developments in the insurance industry and other news which could affect the direction of MIB's communications and campaigns.
- Be a champion of the MIB brand, leading by example with consistent use of brand identity, tone of voice and writing style.

Role requirements

- Educated to degree level or equivalent experience
- Experience of press office operations, processes and management
- Confidence to engage with internal and external stakeholders at all levels
- Experience of using a wide variety of digital channels and platforms, including both organic and paid-for content
- Experience in supporting medium scale campaigns from concept to realisation
- Solid analysis and evaluation skills and use of results to improve existing and inform new communications
- Excellent copywriting and editing skills across all media types, ie print, digital, social etc
- Ability to create content that promotes audience interaction, increases audience presence on company sites, and encourages audience participation
- Passion and understanding of purpose-led brands and showcasing impact to different stakeholders
- Knowledge of writing SEO friendly content for the web and working with content management systems and analytic tools