

Job Description – Communications and Campaigns Coordinator

Department	Communications and Campaigns
Grade	10
Reporting to	Communications and Campaigns Manager
Direct reports	No
WTW Code	

Job Purpose

- Be a key support to the wider team to enable them to deliver internal and external communications and campaigns for MIB 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 integrated campaigns, working with our in-house content studio and any external agency.
- Create social media activity that engages customers and supports strategic and campaign objectives.
- Manage day-to-day delivery of the intranet, using Sharepoint CMS to create and manage pages
- Support the administration and production of real life stories of victims of uninsured and hit-and-run drivers as part of MIB's storytelling programme.
- Support the team in creating, publishing and monitoring content on MIB's website.
- Provide copywriting for communications and campaign activity
- Support the management of MIB's press office, responding efficiently and effectively to media enquiries, writing press releases and reporting on coverage to the business.
- 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.

Key accountabilities

- Be a champion of MIB, IFB and OIC brands, leading by example with consistent use of brand identity, tone of voice and writing style

Role requirements

- Proven experience or qualification in a communications, marketing or brand role or a role with transferable skills
- Experience of using a wide variety of digital channels and platforms
- Excellent organisation skills for planning, scheduling and publishing content across internal and external channels
- Experience of press office operations, processes and management
- Excellent copywriting and editing skills across all media types eg print, digital, social etc
- Confidence to engage with internal and external stakeholders at all levels
- Solid analysis and evaluation skills and use of results to improve existing and inform new communications and future campaigns
- Ability to create content that promotes audience interaction, increases audience presence on company sites, and encourages audience participation
- Knowledge of writing SEO friendly content for the web and working with content management systems and analytic tools
- Passion and understanding of purpose-led brands and showcasing impact to different stakeholders.
- Ability to identify and develop a great story