



Job Description – Senior Communications and Campaigns Officer

Department	Communications and Campaigns
Grade	12
Reporting to	Communications and Campaigns Manager
Direct reports	No
WTW Code	ACA010P212

Job Purpose

- 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 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 team's delivery plan.
- Create social media activity that engages customers and supports strategic and campaign objectives.
- Take joint responsibility with other senior officers for creating and publishing content on digital channels across our brands, including intranet, digital screens, websites and social media.
- Source, research, write and secure approval for content for campaigns, publications, statements, press releases etc.
- Take joint responsibility with other senior officers (press office rota) for managing MIB press office, responding efficiently and effectively to media enquiries, pitching stories to journalists, briefing spokespeople, 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

- Conduct interviews and write up real life stories of victims of uninsured and hit-and-run driving as part of MIB's storytelling programme.
- 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
- Experience of using a wide variety of digital channels and platforms, including both organic and paid-for content
- Experience of running paid digital campaigns across socials, GDN and PPC
- Ability to drive medium scale campaigns from concept to realisation
- Experience of press office operations, processes and management
- 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
- Excellent copywriting and editing skills across all media types eg print, digital, social etc
- Ability to create content that promotes audience interaction, increases audience presence on company sites, and encourages audience participation
- Strong 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.