

## **Corporate Communications Manager**

Salary £38,000 to £42,000 per annum

### **About EngineeringUK**

EngineeringUK is a not-for-profit organisation, which works in partnership with the engineering community to inform and inspire young people and grow the number and diversity of tomorrow's engineers. We work locally, regionally and nationally with a wide range of organisations across business and industry, education, professional institutions and the third sector to understand the engineering sector and the skills it requires. We work in partnership with these organisations to develop and promote effective initiatives and programmes to inspire young people to consider a career in engineering.

### **About the role**

Communications is integral to our strategic plan as we aim to increase reach and inspiration, develop and share insight and grow collective impact.

Reporting to the Head of Communications, you will work on the development and delivery of strategic communications that support our aims to:

- be the recognised and trusted voice on the pathways to engineering, related enablers and blockers for young people and good practice for engagement activities
- simplify the landscape and enable partnerships and collaborations to inspire more, and more diverse, young people into engineering

Working with colleagues across the Communications team and project leads/teams across the organisation, including the Business & Industry and Tomorrow's Engineers Code, you will lead communications with our business and corporate member audiences, deliver integrated campaigns to engage the engineering community more actively in our collective mission and increase awareness of our insight and expertise.

The role will be based at the EngineeringUK offices at 10 Lower Thames Street, London EC3R 6EN and may require occasional travel in the UK, though all staff are currently working from home in line with government guidelines.

### **Role responsibilities**

- To lead on the development of corporate messaging, corporate social media and subscriber communications
- To lead on corporate communications campaigns as part of our B2B Communications and PR Strategy, including content, asset development, activation and evaluation
- To develop and deliver campaigns and communications that support the KPIs of business-facing programmes, including EngineeringUK Skills Partnership and Tomorrow's Engineers.
- To ensure the EngineeringUK online presence and content planning reflects corporate priorities, maintains up-to-date messaging and drives engagement with our programmes

- To promote the range of opportunities available to draw on the support, insight and experience of EngineeringUK and the wider community to improve impact and inspire future talent.
- To leverage and raise awareness of our research output and evaluation activities to drive collective understanding, improve the impact of engineering outreach activity and inform policy development.
- To work with partners, professional engineering institutions and the engineering community on joint campaigns and joined-up external communications.

### **Other duties**

This job description sets out the requirements of the role at the time it was drawn up and which may change over time. The Corporate Communications Manager will be expected to undertake other tasks or duties as required, work in line with the EngineeringUK Quality Management System (QMS) and comply with EngineeringUK data protection policies at all times.

### **Person specification**

Essential experience and attributes:

- Experience in corporate communications roles, developing and delivering effective high profile communications campaigns
- Experience of developing engaging, multiformat, multichannel content
- Experience of working with CRM systems to ensure targeted, audience-focused communications and an understanding of the effective and legal use of data.
- Excellent communication skills – written and oral.
- A strong understanding and experience of digital communication methods, including CMS, social and e-marketing platforms.
- Experience of project management and of monitoring and evaluating quality and impact.
- Excellent skills in project planning, management and monitoring.
- Excellent stakeholder management and relationship building skills.
- Ability to think creatively and innovatively whilst working under pressure.
- Strong attention to detail, ensuring that high levels of quality are achieved to time and budget.
- Ability to work independently and flexibly within a rapidly changing environment.
- Committed to EngineeringUK's values.

Desirable experiences and attributes

- Professional/academic qualifications in communications, marketing or a related discipline.
- Experience in the not-for-profit sector.
- Experience of press office environment

### **Applying for this role**

Please send a CV and statement in support your application (detailing how you fulfil the key criteria for the role) by email to [HR@engineeringuk.com](mailto:HR@engineeringuk.com), quoting the job title in the subject of your email.

**Your personal statement should include a short paragraph on each of the criteria listed in the Person Specification to show why you would be a suitable candidate for this role.**

The deadline for applications is before 12:00 noon on Monday 11 January 2021.

First interviews will be held on Tuesday 19 January 2021 and second interviews on Friday 22 January 2021

### **Interviews**

Applications will be assessed against the requirements for the post as set out in the Role Profile and Person Specification.

If you would like us to make any specific arrangements to facilitate a fair interview due to a disability please let us know.

We aim to notify candidates who have been shortlisted on Thursday 14 January 2021. If you have not heard from us after this date, please assume that you have not been successful.

EngineeringUK is an inclusive organisation. We welcome everyone from all talents and backgrounds. Each applicant is assessed solely on the basis of personal merit and qualifications, regardless of gender, sexual orientation, pregnancy or maternity, marital or civil partner status, gender reassignment, race, colour, nationality, ethnic or national origin, religion or belief, disability or age.