

Communications Executive

Job title:	Communications Executive
Directorate:	Business Development & Marketing
Department:	Business Development
Responsible to:	Marketing & Communications Manager
Responsible for:	N/A
Grade:	4

About IMPRESS

IMPRESS is an independent press regulator, media standards setter and dispute resolution service provider. We work on behalf of the public and publishers to improve print and digital news reporting and content standards in the UK. We help news providers to build trust and accountability with their readers by supporting them to develop and professionalise their internal governance and editorial processes. IMPRESS regulates a network of over 180 (?) digital and print publications across the UK, reaching more than 16 million readers each month. We have exciting plans for continued growth and are expanding our business development, fundraising and marketing team to help us achieve this.

This position is based in IMPRESS's smart offices in the heart of London, within a short walk of Blackfriars station. IMPRESS is currently adopting a hybrid working arrangement and the successful candidate must be prepared to work flexibly on both a short and longer-term basis.

The Role

The **Communications Executive** is responsible for contributing to IMPRESS's successful communications across a range of platforms, supporting the Communications and Marketing team to deliver a comprehensive digital communications and content strategy for IMPRESS' key audiences which includes publishers, journalists, funders, industry stakeholders and the public. This is an opportunity for someone who would like to develop in the communications space within the media standards and journalism industry.

Your core responsibilities will include assisting the Marketing and Communications Manager with the handling of IMPRESS's PR function, the publication and delivery of IMPRESS' digital content, the planning and delivery of key events (including our Trust in Journalism Conference and trade shows) and producing materials and resources aimed at publishers, as well as promotional materials to expand IMPRESS's membership.

This role reports to the Marketing and Communications Manager but will provide the opportunity to work cross-functionally with other areas.

Key Duties and Responsibilities Include:

- Handling press enquiries, drafting and issuing press releases, liaising with and pitching stories to industry press.
- Content creation including the drafting, copyediting, proofreading and design of resources, brochures, documents, blogs and news items across IMPRESS's owned channels.
- Co-ordinating political engagement and outreach, including supporting white paper and briefing drafting and development.
- Managing day to day website content, ensuring consistency and co-ordination of content across the site.
- Managing and monitoring social media and digital channels (YouTube, Twitter, LinkedIn, Instagram, website).
- Writing and planning regular newsletters in line with a cohesive communications approach.
- Monitoring relevant industry stories, including the wider regulatory space.
- Assisting with the delivery of key IMPRESS events, to include working with marketing to create impactful campaigns for events and conferences.
- Supporting the development and execution of key projects, including delivery of the IMPRESS annual report.
- Conducting research and surveys with IMPRESS members and the wider industry to help develop and update our messaging and communications strategy.
- Assisting with membership engagement and member networking efforts.
- Minute and note-taking in key internal meetings.
- Handling enquiries confidently or directing them internally as needed.
- Assisting the wider team with copyediting, design and content needs as required.

Other:

- To implement and positively promote equal opportunities in service delivery and employment practices.
- To take due responsibility and set an example for the health and safety of yourself and other individuals.
- To undertake training and attend meetings as required and directed by your line Manager.

Statement of Flexibility:

This job description sets out the duties of the post at the time it was drawn up. Such duties may vary from time to time without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence. Staff team working and individual personal development is key to IMPRESS' success in delivering its business aims and objectives. All staff are therefore expected to have a flexible attitude in responding to new priorities and opportunities as they arise.

What We Are Looking For:

- Degree educated or equivalent experience in communications, journalism or public relations.
- Experience in cross-platform communications (social media, newsletters, website...).
- Experience of working with WordPress, Dot Digital and HubSpot or similar platforms.
- Excellent copywriting and copyediting ability.

- Experience in SEO.
- Design capability and familiarity with Adobe suite desirable.
- Demonstrable interest in the media and press industry.
- Demonstrable interpersonal skills.
- Experience working to tight deadlines and prioritising workload in a changing environment.
- A confident self-starter and creative individual who can seek out opportunities across different business areas.
- An individual who can work independently, showing initiative and ability to grasp complex issues quickly, distilling these for a variety of external audiences.

Can You Demonstrate:

- Excellent written and verbal communications skills.
- An ability to work flexibly in an agile team.
- Great attention to detail.
- A positive and can-do attitude, able to adapt to changing circumstances with flexibility, good humour and resilience.
- An ability to remain calm and work well under pressure.
- A strong commitment to equity, diversity and inclusion.
- A customer-focused mindset.
- A commitment to IMPRESS's values and mission.
- A willingness to take your learning and development seriously.

What We Can Offer You:

- Competitive salary.
- Pension scheme.
- Enhanced holiday of 25 days plus bank holidays and discretionary extra leave at the end of December.
- Employee Assistance Program.
- Flexible working opportunities.
- Team Away Days and social events.
- Commitment to actively support and encourage learning and development opportunities.
- Free eye tests.