

Marketing and Communications Assistant

Job title:	Marketing & Communications Assistant
Directorate:	Business Development & Marketing
Department:	Marketing & Communications
Responsible to:	Marketing & Communications Manager
Responsible for:	N/A
Grade:	5

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 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. During pandemic lockdown restrictions, however, all staff have been working remotely and the successful candidate must be prepared to work flexibly on both a short- and longer-term basis.

The Role

The **Marketing & Communications Assistant** 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 and industry stakeholders. This is an opportunity for someone who would like to develop in the marketing and communications space within the media standards and journalism industry.

Your core responsibilities will be to assist the Marketing and Communications Manager in the publication and delivery of IMPRESS' digital content, key events (including the annual Trust in Journalism Conference) 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 and will have the opportunity to work cross-functionally with other areas.

Key Duties and Responsibilities Include:

- 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, newsletters, website).
- Writing and planning regular newsletters in line with a cohesive communications approach.
- Monitoring relevant industry stories, including the wider regulatory space.
- Producing, planning and editing video and podcasts on issues key to IMPRESS, including services we provide, press standards and regulation more widely.
- Minute and note-taking in key internal meetings.
- Handling enquiries confidently and dealing with them or directing them internally as needed.
- Managing publisher applications, including information gathering, on-boarding and first stage compliance.
- Maintaining CRM input for both marketing and case management purposes.
- Maintaining stakeholder satisfaction through great customer service.
- Assisting with the delivery of key IMPRESS events, creating impactful email marketing and branding for events and conferences. You will also manage registrations and follow up with attendees, liaising with contractors and key stakeholders throughout the process.
- Writing and editing blog posts, documents, videos and content in general for IMPRESS's different channels.
- Supporting the development and execution of key projects including the IMPRESS annual report.
- Assisting the wider team with general IT, design and content needs from the wider team.

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 and marketing.
- Experience or keen interest in cross-platform communications (social media, e-mail marketing, website...).
- Digital marketing and design skills (SEO, email marketing, Adobe suite, CRM, CMS, social media content calendars) will be very valued.
- 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:

- Strong written and verbal communications skills.
- An ability to work flexibly in a nimble team.
- An eye for design and visual communications, and 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 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
- Flexible working opportunities
- Team Away Days, social events
- Commitment to actively support and encourage learning and development opportunities
- Free eye tests