

Job Title: Communications and Engagement Exec
Department: ACL Commercial
Job Location: Rourke House, Staines (Hybrid, Homeworking)
Contract Type: Part-time, max 20 hours per week (flexible working pattern will be considered)
Salary: Pro rata'd at £30,000 per annum
Contract Length: 12 months commencing from end of June 2023

Job Purpose:

This role focuses on client communications, managing the creation of compelling content and exploring ways to engage and broaden our target audiences. You will create and tailor content and resources for our bank of materials, promoting ACL's message for use on web, social media and email platforms. Delivering effective and engaging content to customers, stakeholders and colleagues.

Working closely across the ACL team, you will implement an established content schedule which ensures we gain the most value from our social media channels and general mailing list. You will also carry out general administrative duties for the Commercial Team to support ACL's sales pipeline.

Principle Accountabilities:

- Create exciting, relevant and clear copy which conveys the values and aims of ACL to key audiences and stakeholders.
- Proactively produce social media content to an agreed digital content schedule.
- Work across the team to encourage compelling content which showcases the human element of ACL and our work, including employee photographs, client quotes and resources.
- Promote the benefits and impact of our digital communications internally.
- Write and collate (including copyediting and proofreading where necessary) high quality, engaging blog content for ACL's website.
- Oversee the planning and execution of customer e-communications, including creative content, working closely with the Head of Commercial and the Coordination Team.
- Regularly monitor social media, news hooks, sector and government activity to inform external communications and engage appropriately.
- Ensure ACL's brand, including visual identity, messaging, tone of voice and style are used appropriately and consistently.
- Ensure that all activity is compliant with current legislation, GDPR and licencing requirements
- Carry out general administrative duties for the Commercial Team to support ACL's sales pipeline.

Personal Specification:

Essential:

- Displays demonstratable knowledge and understanding of social media platforms (Facebook, Twitter, Instagram, etc.) and how each platform can be deployed in different scenarios.

- Experience of using social media to increase reach and engagement.
- Knowledge of communications and marketing principles and best practice.
- Excellent communication skills – oral and written.
- Strong customer service and account management ethos.
- High levels of motivation, self-management and initiative.
- Time Management Skills and independent working.
- Planning and organisation skills.

Desirable:

- Demonstratable experience of online copywriting and publishing.
- Demonstrable experience of managing an organisation's social media activity.
- Demonstratable experience of Adobe Creative Cloud Suite – Illustrator, InDesign, Photoshop.
- Knowledge of SEO and web traffic metrics, and social media engagement tools.
- Knowledge of Google Analytics, email marketing tools, social media analytics tools, reporting tools and other software that ensures digital activity can be targeted, monitored and improved.