

**JOB DESCRIPTION**

<b>JOB TITLE:</b>	Communications Manager – full time
<b>REPORTS TO:</b>	<i>Chief Executive</i>

<b>JOB OVERVIEW</b>	
<p>The <a href="#">Agricultural Industries Confederation (AIC)</a> – the UK agri-supply industry’s trade association – is recruiting a Communications Manager to drive the trade association’s messaging to its Member businesses, policymakers, and agri-food industry stakeholders.</p> <p>This exciting and diverse role works closely with AIC’s busy team of policy leads and technical managers to create high quality, engaging content for print and digital channels, as well as managing press relations, and supporting with events including the <a href="#">AIC Dinner &amp; Conference</a>.</p>	
<b>JOB PURPOSE AND RESPONSIBILITY</b> <i>(list key tasks/activities/responsibilities)</i>	
■	Part of team to develop a communications plan that is deliverable within a budget
■	Maintaining and updating content for AIC and AIC Services website
■	Acting as AIC point of contact to external communications provider
■	Developing newsletters, webinars and other relevant Comms to members
■	Managing policy briefings system to members and external audiences
■	Co-ordinating delivery of policy to external audiences, in conjunction with Head of Policy and sector heads
■	Work across AIC and AIC Services to deliver Comms strategies
■	Working with Head of Policy on co-ordinating quarterly policy reports
■	Working with AIC and AIC Services teams to assist in delivering external events such as conferences, webinars and member visits.
■	To undertake any task not specified but reasonably requested and which may fall within the scope of post holder duties.
<b>KEY AREAS/Framework AND BOUNDARIES</b>	
■	To provide professional services in all areas of the job description and requirements of the post
■	To act in the best interests of AIC at all times
■	To consistently work accurately adhering to timelines specified
<b>KNOWLEDGE/EXPERIENCE/SKILLS</b>	
■	Write clear, accurate, and engaging copy at speed. Translate complex policy and technical detail into accessible information for a range of audiences. Edit and proofread copy, maintaining high quality standards with consistent style and tone.
■	Use CMS proficiently to create website resources (news, blogs, briefings, FAQs, case studies, reports etc), email campaigns, and update webpages, as well as generate reports and evaluate performance
■	Manage social media channels by posting regular content, drive engagement, and analyse trends.
■	Manage multiple topics and respond to changing communications priorities and deadlines.
■	Create and distribute press releases which generate strong coverage in the agricultural and food industry press, as well as national media. Foster strong relationships with journalists covering UK

	agriculture, environment issues, politics, trade, and food production, including specialist and national media contacts. Proactively brief journalists on hot topics, field press enquiries, coordinate interviews with technical experts, and draft and issue reactive lines.
■	Bring ideas to solve problems and improve the impact of AIC’s communications.
■	Used to being part of a team and ensuring proactive communication
■	Background in journalism, PR or marketing
■	Knowledge of design and production of promotional material and print products (e.g. magazines, newsletters)
■	Image and video editing skills (desirable)
■	Basic project management skills (desirable)
■	Experience of events management (desirable)
■	Knowledge of writing for SEO and website design (desirable)
■	Speechwriting and letter writing experience (desirable)
<b>OTHER KEY WORKING RELATIONSHIPS</b>	
■	Directly with line manager
■	Other AIC team members and colleagues
■	Key Stakeholders

<b>Signed by Employee:</b>			
<b>Signed by Manager:</b>		<b>Date:</b>	

