

ROLE DESCRIPTION

Job title	Senior Marketing, Communications and Public Affairs Manager
Team/group	Business Development
Summary role description	To enable CILIP to deliver on our goals by providing highly effective, joined-up marketing, communications and public affairs activity; driving growth/retention; and demonstrating strong advocacy for the library, information and knowledge management profession.
Reports to	Business Development Director
Normal place of work	Hybrid (remote/London office)
Salary	£50,085
Contract	Full time, 12-months FTC (potential to extend)

Our purpose is to raise standards in libraries, information and knowledge management to change lives – improving education, literacy and prosperity for all.

We expect everyone to meet the core CILIP team values:

- ***ONE TEAM*** - We deliver on our commitments, are supportive and have a shared purpose.
- ***INNOVATIVE*** - We lead the development of the sector, are commercially agile and embrace change.
- ***COLLABORATIVE*** - We engage the right people, contribute purposefully and share knowledge and expertise generously.
- ***ACT WITH INTEGRITY*** - We are inclusive, we work for the public good and champion the profession.

What is this role accountable for delivering?

- Work within the Business Development team, and across the organisation to deliver a compelling, coherent, and integrated approach to marketing and communications across all channels in support of CILIP's objectives – especially member retention and recruitment.
- Overall responsibility for CILIP's internal communications; work with the Senior Leadership Team (SLT) and other colleagues to ensure internal awareness and understanding of key projects, facilitate great collaboration across teams, and pro-actively support our culture development programme.
- Oversee CILIP's media and communications activities including; planning pro-active CILIP-led PR launches and campaigns, establish processes for effective responsive PR and PA, develop targeted multi-channel content to promote CILIP's work, and develop creative messages tailored to different audiences.
- Pro-actively maintain CILIP's international reputation as a respected and trusted thought leader within the global library and information community.
- Develop effective public affairs strategies in collaboration with SLT and key partners to effectively engage and influence key stakeholders.

- Develop a strategic approach to engage decision makers, grow CILIP's profile, and ensure an influential programme of proactive comms and public affairs activity that strategically positions CILIP in the media on key policy issues.
- Ensure your team works across the organisation to provide highly effective marketing and communications support for all CILIP products, services, and events (across all channels).
- Monitor and report on the effectiveness of marketing, communications and public affairs, and proactively make demonstrable improvements as a result.
- Own CILIP's brand guidelines, ensuring their consistent use across the organisation and by partners.
- Work in close collaboration with CILIP's Editor-in-Chief to ensure a joined-up strategy for CILIP's wider content including magazines and journals.
- Oversee crisis communications and management of the charity's external reputation.
- Responsible for updating PR key messages and processes, as well as media training of key spokespeople.
- Responsible for collating and analysing comms/PR/PA metrics to inform future approaches.

Person specification:	E/D
Work Experience	
Experience leading, developing and line managing a high performing team	E
Creative flair, strong editorial judgement with an eye for detail, compelling copy and engaging ideas – able to spot opportunities and develop them for the benefit of CILIP and its members	E
Experience in communications at a national/international level – including planning and developing compelling content and reaching diverse audiences with tailored messages	E
A track record of developing and implementing effective marketing and communications campaigns (including digital campaigns)	E
Experience working extensively with the media, journalism, marketing or related field	E
Experience working with political audiences	D
Experience working in the membership sector	D
Experience working in a charitable context	D
Experience working within the information, knowledge or library sectors	D
Skills/Abilities	
Well-developed networking skills – able to make connections and develop partnerships across a wide range of stakeholders in a confident and collaborative way.	E
Strong political awareness and negotiating skills with the ability to persuade and influence.	E
Presentational, ambassadorial and communication skills, with the ability to flex style and approach to suit different audiences.	E
Strong project management skills	E
Personal Details	
High-performing, self-starting individual	E
A hands-on approach to getting things done and delivering departmental activity	E
Enjoys building strong collaborative relationships and delivering an internal service	E

Strong ethical standards and a high level of personal integrity	E
Willingness and ability to travel independently in the UK and beyond, to work outside of regular office hours as required	E
Qualifications	
Relevant experience in communications, journalism, marketing or a related field, no specific educational or academic requirement	E
Other Circumstances	
The ability to work according to the CILIP Hybrid Working Policy	E
A commitment to driving Equality, Diversity and Inclusion in all aspects of work	E
A passion for the charity's mission	E

What are the success measures/outcomes for this role?

- All external mar-comms, PR, PA, advocacy and campaigns are delivered according to an agreed strategic vision and approach, ensuring consistent, joined-up messages across the organisation.
- CILIP's media presence, social media reach, and content engagement is active and growing.
- Stakeholder satisfaction levels are positive and improving, including membership Net Promotor Score (external), policy influence (external), and employee Pulse Survey engagement scores (internal).
- CILIP's financial targets are achieved across membership, fundraising, and other services.
- Membership sales are being consistently converted from mar-comms activity, in support of our growth and retention strategy.

Growth & retention	This role will contribute to CILIP's ambitions for growth by ensuring that our marketing, communications, and public affairs activities 'cut through' and promote engagement with CILIP's membership offers.
Value for stakeholders	The role will contribute to creating value for members by enhancing their awareness of and engagement with the value and impact of CILIP. Demonstrating thought-leadership for CILIP through excellent, timely and authoritative content.
EDI	The role will ensure that we meet our commitments to Equality, Diversity and Inclusion across all of our marketing and communications activity.
Performance & improvement	The role will proactively foster a culture of joined-up working, collaboration and common purpose across the organisation.

Other key information:

Managerial responsibility	<p>This role will directly line-manage:</p> <ul style="list-style-type: none"> • Communications Manager • Website Manager
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