

Communications & Social Media Lead Responsibilities

- Coordinate content for the Regional Board newsletters via the CMI Regional Support team;
- Be aware of the content of CMI News Releases and summarise to the Regional Board;
- Liaise with the Regional Board, Hubs and the CMI PR team in the promotion and reporting of regional (and if appropriate National) events to local and social media;
- Liaise with the Hubs as appropriate;
- Liaise with the Regional Support team to ensure the Regional Board and Hub web pages are up to date and accurate;
- Manage Regional/Devolved Nation Board and Hub Twitter account, including scheduling content, engaging with audiences and moderating replies, in line with CMI standards set by the central social media team;
- Moderate regional LinkedIn groups, including approving and removing members (where appropriate) and moderating conversation;
- Maintain CMI branding and update regional communications channels as required by the central social media, marketing and communications teams;
- Adhere to Social Media guidelines and policies;
- Assist with the preparation of the annual Operating plan.

Communications & Social Media Lead Person Specification

Skills, knowledge and experience required/desirable

At CMI we are seeking volunteers with a range of skills, knowledge, experience and attributes that are both role specific, but that also facilitate and enable the volunteer to effectively contribute to the overall workings of a Regional/Devolved Nation Board, and be an integral member of the Board team.

Specific

- Excellent written and verbal communications skills, and an ability to adapt styles to suit different audiences and media;
- An imaginative attitude to content creation and ability to produce and present high-quality written material, working within CMI brand and policy guidelines as appropriate;
- Strong digital awareness, in particular social media management experience or an aptitude to learn;
- Excellent interpersonal skills in order to understand and engage with a broad range of stakeholders, including CMI staff and members at all stages of their careers.

General

- Demonstrates high levels of professionalism, acting as an ambassador of CMI at all times, and commitment to the core values of CMI, ie: to be 'Professional', 'Progressive', 'Passionate' and 'Practical';
- Demonstrates a strong commitment to the aims and priorities of CMI and an understanding of the issues of interest to members;
- An ability to lead and influence others to ensure agreed priorities are delivered;
- A good team worker, able to effectively work in partnership with other Board members, yet also able to work with a high degree of initiative, resourcefulness and flexibility;
- Be able to build strong and positive relationships with all Board members, gain an understanding of their portfolios, and work collectively with a team of diverse people;
- An ability to work collaboratively with CMI HQ teams to build mutually beneficial relationships;
- Strong organisational, administrative and communication skills, and an ability to juggle the demands of the volunteer role alongside other commitments, whilst focusing on key issues and responding with sound advice;
- A commitment to your own continuing professional development.