

Job Description: Communications Manager

Reporting to: BANT General Manager

Job Purpose

Managing BANT's internal and external communications needs as per BANT's communication strategy and timetable for a variety of publications. Write articles and manage social media channels and BANT marketing activities. Collaborate with BANT internal stakeholders, including BANT directors and managers, to understand overall communication needs. Participate as an active member BANT operational team. Supervise volunteers within the communications team.

Responsibilities

- Manage planned communications including BANT Newsletter, Pharmacy Business, Nutrition iMag and other ad hoc opportunities, and by providing regular news updates for the BANT website
- Lead and manage the development and content of BANT eNews
- Manage media and member enquiries (Communications mailbox) including coordination of media responses with relevant spokesperson within BANT and maintain BANT PR process to reply, log and manage any enquiries.
- Establish list of BANT specific national media contacts and manage the development and maintenance of local media lists for use by BANT
- Plan and maintain a schedule of news agendas and monitor and respond to topical issues in the media
- Assist in creating, writing, and/or proof-reading news articles and internal communications
- Maintain a rolling three-month plan of communications activities in coordination with BANT stakeholders and committees and obtain approval from BANT Communications core support team including BANT CEO, General Manager and selected Directors
- Grow BANT social media engagement
- Manage, improve and moderate Twitter, Instagram, LinkedIn and Facebook external and members only forums and content
- Management and organisation of BANT stand and event volunteers in events such as IHCAN events and Prescribing Lifestyle Medicine conferences
- Coordinate production of collateral such as business cards, leaflets, banner stands, posters
- Chair the monthly Communications Core team meeting, including scheduling dates, the agenda, and production of the minutes.
- Coordinate the annual review and update of the Comms Operations Plan

- Provide a quarterly progress report to Council
- Maintain contact with the BANT directors and managers in order to keep up to date with their activities/communications requirements.
- Supervise communications team volunteers including social media, copy writing, event organisation, and media monitoring.

Qualifications, Skills and Knowledge

- Bachelor's degree in communications or a related field. Coursework may include oral, written, mass and interpersonal communications, English language, marketing, public relations and media studies.
- Minimum of 3 years of communications experience either within a company or PR agency
- Excellent communications skills with written and verbal English language skills, attention to detail and ability to write and design articles to be published in an online environment
- A good knowledge of web and print-based marketing materials
- Knowledge and experience managing social media channels
- Excellent interpersonal skills
- Keen interest in the nutrition profession
- Good team working abilities
- Excellent problem-solving skills
- Leadership skills to supervise and motivate volunteers
- Committed and flexible approach to the job with excellent time management skills

Remuneration and Hours

- Part-time role: 22.5 hours a week either as 3 fixed full days per week or 5 shorter days per week, includes occasional evening meetings
- Salary: £16,200 per annum
- Holiday allowance: 17 days per annum including UK Bank Holidays
- Working from home with occasional meetings in Central London as required to support Council meetings and other adhoc meetings.