

## Job vacancy:

### Publications and Digital Officer

**Starting Salary:** Circa £28k (pro rata, plus benefits)

**Start Date:** January 2018

**Contract:** Full time, Permanent

**Reporting to:** Head of External Affairs

**Responsible for:** Maintaining and improving the Centre's print and digital outputs and visual identity

### About this role

The Centre for Cities is an independent, non-partisan research and policy institute. Using well presented evidence and data, it is committed to helping Britain's cities improve their economic performance. The Centre produces practical research and policy advice for city leaders, national Government and businesses.

We are seeking to appoint an experienced Publications and Digital Officer to lead on our website, design, social media and visualisation work for both the Centre for Cities and the What Works Centre for Local Economic Growth.

This is a varied and creative role, suited to a self-starter with a keen interest in how digital tools can enhance and improve communications and policy impact. The post-holder will be given a high level of autonomy and be encouraged to bring ideas to the table to help continue to develop the Centre's online and social media presence. They will also work closely with the Head of Communications and Head of External Affairs to ensure these ideas are a core part of the Centre's overall strategy.

### Job Description

#### Website Management

- Manage and update the Centre for Cities and What Works Centre websites, ensuring content adheres to good SEO practice, in particular editing and optimising blogs and other copy for search engines.
- Managing and developing the Centre's use of Google AdWords, monitoring and evaluating their impact.
- Developing and monitoring both Centres' online evaluations and recommending incremental and/or structural improvements to the website based on the evaluation data where possible.
- Working with the Head of External Affairs on any major website restructure, and managing and leading on small website or microsite developments related to individual projects.
- Remaining up to date with key developments and best practice online, in particular in relation to SEO and User Experience.

## **Digital Content and Data Visualisation**

- Leading on the Centre's monthly podcast series – working with the Policy Officer to develop interesting, policy relevant topics and high level guests each month.
- Developing the Centre's multimedia and/or digital output further, and recommending ways to enhance and improve its audio and visual content to reach wider audiences.
- Leading on designing and developing interactive and static data visualisations and infographics – both stand alone and in relation to specific research reports - working with the research team to bring out the right data in the best way.

## **Social media Management**

- Content creation and management of social media channels for Centre for Cities and What Works Centre, in particular Twitter, Facebook and LinkedIn, and be the point person for the team on advice for use of their personal channels.
- Continue to develop engaging visual and written content for social media around projects and research themes, monitoring the engagement and impact with said content.
- Prepare the Centre for Cities and What Works Centre newsletters, using analytics to develop and enhance the content, design, timing and frequency of the bulletins.
- Proactively and strategically develop all social media channels, seeking to grow both audiences and engagement.
- Produce daily news summaries on all relevant policy announcements, reports and events to help inform blog and social media activity and content generation.

## **Publication Design**

- Lead on the design and printing process for all Centre for Cities and What Works Centre publications, working with the Research team on charts and graphics to include, and constantly developing and enhancing the Centre's print and publication output to ensure it is attractive and readable
- Act as an ambassador of the Centre for Cities brand, working with the Head of External Affairs to ensure all print and online output maintains a high visual standard and adheres to the Centre's brand guidelines.

## **Other**

- Ad-hoc support to the EA team as required

## **Person Specification**

### **Essential skills**

- Excellent organisational skills, sharp attention to detail and the ability to multi-task and work to tight deadlines
- Excellent written and verbal communication skills with a strong track record of upwards and horizontal people management.
- Experience of contributing to or developing a social media plan for a campaign or project launch, including developing effective visual content.

- Demonstrable experience of managing and maintaining multiple corporate social media accounts – specifically Twitter, Facebook and LinkedIn – on a day to day basis.
- Demonstrable experience of managing and maintaining a website CMS, preferably Wordpress, with experience both editing and preparing new copy for the web.
- Demonstrable experience using email marketing tools such as MailChimp
- Knowledge and experience of the full Adobe Creative Suite, including Indesign, Illustrator, Premiere Pro and After Effects, experience in basic filming techniques is also desirable.
- Knowledge and experience of using Google Analytics and other tools for website evaluation
- Commitment to the Centre for Cities’ mission, values and ethos

#### **Desirable Skills**

- Knowledge and understanding of the UK urban policy landscape and/or understanding of national/local government
- Experience in developing interactive data visualisations using online tools such as Tableau
- Knowledge and experience in using Google AdWords

#### **How to apply**

To apply for this role please download and fill in an application form, ensuring that you answer all the person specification criteria with clear examples of how your experience relates to the requirements of the role.

Application forms and copies of the full job description are available from [www.centreforcities.org/about/careers/publications-digital-officer/](http://www.centreforcities.org/about/careers/publications-digital-officer/) and should be sent to [info@centreforcities.org](mailto:info@centreforcities.org).

**The deadline for applications is Midnight, 19 November 2017. No applications will be accepted after this time.**

**Interviews will take place on 30 November 2017.**

**CVs will not be accepted.**