



CILIP Information Literacy Group

Role title: Marketing and Communications Officer

The post holder will lead on marketing and communications of the CILIP Information Literacy Group and all its activities, (with the exception of the LILAC conference). The post holder will be responsible for the innovation, development and implementation of the group's marketing and communications strategy and will work other committee members to promote the groups discussion list, website, journal, training sessions & events.

Key responsibilities

1. To take a lead role in the development of the Information Literacy Group's marketing and communications strategy by:
 - developing with the IL committee a strategic plan in relation to marketing and communications; including benchmarking targets and focussed campaigns
 - developing with the IL committee a yearly operational plan,
 - writing both quarterly and yearly reports on progress against actions.
2. To lead the IL group's marketing and communications group by:
 - assisting in the selection of volunteers to help organise marketing;
 - co-ordinating the work of the team;
 - ensuring timely & clear communication between team members & the IL group;
 - Sharing ideas with the LILAC Communications Officer
 - supporting the JIL Digital Communication Officer.
3. To plan, coordinate and measure the marketing activities of the group.
4. To develop a social media strategy for the group, including:
 - determining which tools are most appropriate;
 - setting up and maintaining social media accounts where appropriate;
 - writing and editing content for social media and other online marketing spaces;
 - measuring the impact of marketing activities.
5. To arrange purchase or production of a range of promotional material, including flyers, business cards, pens, etc.
6. Attend CILIP Information Literacy Committee meetings, and contribute overall to the planning and activities of the group.

Knowledge & Experience

The role holder will be a source of advice to the committee on all aspects of marketing and communications. They will keep up-to-date on professional IL issues, which may affect the

marketing/communications agenda of the group. They will be an expert in social media and its use in marketing and communications. It is expected that they will have some experience of budgeting, and have an understanding how to maintain appropriate records of financial transactions. The post holder should also have experience of project management and marketing events.

Time commitment

1. As a member of the committee the marketing and communications officer will be expected to attend 4 committee meetings in London each year.
2. Two hours per week.
3. In the run up to the LILAC Conference tasks may increase so that work will take more time than two hours per week.

Person Specification (qualifications, skills, knowledge and experience) for the role of: Marketing and Communications Officer

Job related knowledge, aptitude and skills	Requirements	Essential or desirable
Accreditation/Qualification/ Experience	Marketing and communications (ideally with some form of qualification or professional accreditation).	Essential
Accreditation/Qualification	Professional accreditation such as MCILIP	Desirable
Experience	Experience of working in a library or related service area	Desirable
Experience	Experience of working with budget	Desirable
Experience	Experience of managing a team	Desirable
Skills	Demonstrate ability to lead on marketing and communications strategy	Essential
Skills	Be able to demonstrate an awareness of current information literacy issues	Essential
Skills	Project management	Desirable
Skills	Excellent oral and written communication skills, including social media	Essential