



JIL Editorial Team role: Digital Communications Officer

Description

JIL, the journal of the CILIP Information Literacy group, is an international, peer-reviewed, open access academic journal that publishes innovative and challenging research articles and project reports which push the boundaries of information literacy thinking in theory, practice and method.

We are looking for an enthusiastic addition to our editorial team to develop the role of Digital Communications Officer. The post holder will be responsible for developing and delivering a variety of creative and engaging new content for multiple channels, including websites, blogs and social media, to promote JIL. They will need to work closely with the Editor and Managing Editor of JIL and with the CILIP Information Literacy Group's Marketing and Communications Officer to coordinate activities. Given the need to work with these three individuals, the applicant should be based in the UK and be available to attend twice yearly editorial board meetings.

The ideal candidate will have an interest in digital media and communications as well as experience in evaluating and using social media tools (including but not limited to Facebook, Twitter and LinkedIn) and online analytics tools. Ideally, the post holder will have experience in using social media in an academic or a library setting as well as of running digital campaigns.

Key responsibilities

1. Developing a digital communications strategy for JIL, determining which tools are most appropriate, how they will be used, and how impact and reach will be measured.
2. With the Editor and Managing Editor, developing an annual marketing plan using digital and social media marketing, physical marketing and PR.
3. Setting up and maintaining accounts for digital tools where appropriate.
4. Writing, editing and producing content for JIL social media channels and other online marketing spaces (emails, website).
5. Working with the editorial board, the operations team and the IL Group to ensure content is scheduled appropriately.
6. Supporting the monitoring and evaluation of our digital activity, using analytics tools as appropriate.
7. Coordinating any printed publicity material in conjunction with the CILIP Information Literacy Group's Marketing and Communications Officer.
8. Attending meetings of the Operational Team and the Editorial Board, and contributing to the overall planning of JIL.
9. Researching and analysing competitor/sector activity, identifying new opportunities and reporting on trends.

Estimated time commitment

One to two hours per week.

Person Specification (qualifications, skills, knowledge and experience)

Job related knowledge, aptitude and skills	Requirements	Essential or desirable
Experience	Experience of working in a library or related service area	Desirable
Knowledge	Be able to demonstrate an awareness of / interest in current information literacy issues	Essential
Skills	Use of digital communications tools in a professional manner	Essential
Skills	Use of web/social media analytics tools	Essential
Skills	Excellent oral and written communication skills	Essential
Skills	Developing marketing and / or communications strategies	Desirable
Skills	Experience in marketing and PR	Essential
Qualification	Membership of CILIP Information Literacy Group (or willingness to join)	Essential

JIL Editorial Team

Editor-in-Chief: Dr Emma Coonan, University of East Anglia, United Kingdom

Managing Editor: Michelle O'Connell, Edge Hill University, United Kingdom

Book Reviews Editor: Ian Hunter, Library & Information Manager, Shearman & Sterling (London) LLP

Digital Communications Officer: *vacancy*

Copyeditors:

Helen Bader, Royal Welsh College of Music and Drama

Sharon Lawler, Scottish Environment Protection Agency

Claire Loake, Moulton College

Sarah Wolfenden, Brunel University

Editorial Board

Dr Jane Secker, London School of Economics, United Kingdom

Dr Geoff Walton, Northumbria University, United Kingdom

Prof Dorothy Williams, Robert Gordon University, United Kingdom

Prof Annemaree Lloyd, Swedish School of Library and Information Studies University of Boras, Sweden

Prof Mark Hepworth, Department of Information Science Loughborough University, United Kingdom

Ruth Stubbings, Nottingham Trent University, United Kingdom

Dr Ross J Todd, Rutgers University, United States