



## Information Literacy Group: Communications Team

**Role title:** Communications Team Member

To support the work of the CILIP Information Literacy Group (ILG) by communicating effectively with its target audiences through appropriate tools and platforms, including social media and the Information Literacy website.

### Key team responsibilities:

These responsibilities are shared across the Communications Team, with individual members allocated particular tasks on a rota basis.

- Process communications requests received from the Information Literacy Group and its sub-groups by:
  - Participating in the communications team rota for managing team mailbox, calendar and communication channels, including ILG Twitter feed;
  - Selecting appropriate communication channels for particular audience;
  - Editing and / or producing copy appropriate for each channel;
  - Maintaining and updating publication schedule for ILG communication;
  - Publishing new items on specific platforms, with cross referral where appropriate
- Maintain and update the Information Literacy website on a regular basis by:
  - commissioning, drafting, editing and publishing posts on the website blog;
  - creating and maintaining content for the topic pages;
  - making amendments and correcting errors;
  - checking for and fixing broken links;
  - reporting faults to the IL website manager, and identifying and implementing solutions as appropriate;
  - leading or contributing to website development projects where appropriate
- Source and produce new content for all platforms by:
  - scanning social media / discussion lists / IL publications / websites;
  - contacting possible contributors;
  - writing original webpage copy and blog posts;
  - editing and publishing copy submitted by members of the CILIP Information Literacy Group or external contributors
- Promote the IL website and other ILG platforms to interested parties by:
  - contributing tweets via the CILIP ILG Twitter account that highlight new blog posts or website content;
  - Being an advocate via other online channels, at events and conferences, and through other routes as appropriate
- Assist the Marketing & Communications Officer and the Website Manager to:
  - develop a long-term strategic plan in relation to the IL website and other platforms;

- develop an annual communications plan for the Information Literacy Group;
- produce quarterly reports on progress against actions;
- respond to ILG committee requests for advice on other initiatives and activities, where appropriate.

**Time commitment:** Up to two hours per week, plus attendance at three face-to-face team meetings per year.

**Knowledge & experience:** It is expected that the post holder will have knowledge of current information literacy issues. They will have experience of using a wide range of communication tools, and will be able to produce high-quality, engaging written material for a diverse audience.

**Person specification (qualifications, skills, knowledge and experience) for the role of:** Communications Team Member

<b>Job related knowledge, aptitude and skills</b>	<b>Requirements</b>	<b>Whether essential or desirable</b>
<b>Knowledge</b>	Awareness of, and active engagement with, current information literacy issues	Essential
<b>Skills</b>	Excellent oral and written communication skills	Essential
<b>Experience</b>	Effective use of a wide range of communication tools, e.g. websites, blogs, social media, email, discussion lists, newsletters	Essential
<b>Experience</b>	Creation and communication of targeted messaging for a range of audiences	Desirable
<b>Skills</b>	Proficient use of web editing tools	Desirable

## **Terms of reference:**

### **Membership of the Communications Team:**

- A. These are voluntary positions, and there is no remuneration related to the posts
- B. Team members will be appointed by the Marketing & Communications Officer and the Website Manager, with approval of the Chair of the CILIP Information Literacy Group
- C. The term of office will be three years in the first instance, subject to review by the Marketing & Communications Officer, the Website Manager and the CILIP Information Literacy Group
- D. Some team members may be asked to take responsibility for a specific aspect of ILG communications activity or individual section of the IL website
- E. Team members must abide by any stated or implied confidentiality that attaches to the work of the communications team during or after any period of membership.

### **Attending team meetings:**

Face-to-face comms team meetings are usually held three times a year, with regular virtual meetings (e.g. by Skype or Microsoft Teams) also taking place as required.

### **Travel and subsistence:**

All travel and subsistence expenses will be reimbursed in accordance with the CILIP Information Literacy Group policy.