



Information Literacy Group: Communications Team

Role title: Digital Platforms Editor

To support the work of the CILIP Information Literacy Group (ILG) in communicating effectively with its target audiences by developing and maintaining our online platforms, including social media channels and the Information Literacy website.

Key role responsibilities:

- Maintain and update the Information Literacy website on a regular basis by:
 - using the WordPress dashboard to edit or create pages, update the website structure, embed widgets, and implement new themes and plugins as appropriate;
 - creating and maintaining content for the topic pages;
 - making amendments and correcting errors;
 - checking for and fixing broken links;
 - reporting faults to the Website Manager, and identifying and implementing solutions as appropriate;
 - liaising with the website server host company when required;
 - leading or contributing to website development projects
- Maintain and update the ILG's other social media channels by:
 - applying appropriate in-built and external tools to maximise value and reach of messaging, and to create a consistent look and feel across multiple platforms;
 - editing and uploading video and audio content to relevant channels;
 - making amendments and correcting errors;
 - checking for and fixing broken links;
 - reporting faults to the Marketing & Communications Officer and the Website Manager, and identifying and implementing solutions as appropriate;
 - liaising with platform providers when required;
 - leading or contributing to social media channel development projects
- 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;
 - gather and analyse data on web traffic and impact of our comms activity, e.g. through use of Google Analytics reports;

- 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 or online team meetings per year.

Knowledge & experience: It is expected that the post holder will have experience of using, editing and providing technical support for a wide range of communication tools, including design and maintenance of websites and social media channels.

Person specification (qualifications, skills, knowledge and experience) for the role of: Digital Platforms Editor

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