**Role title:** Communications & Engagement Manager

The post holder will lead on marketing and communications for the CILIP Information Literacy Group (ILG) and all its activities. They will be responsible for the development and implementation of an innovative communications and engagement strategy and will work with other committee members to deliver the group's messaging via a range of tools, platforms and events (including email discussion list, social media channels, website, blog, Journal of Information Literacy, training sessions and at the LILAC Conference).

###### Key responsibilities

1. To take a lead role in the development of the Information Literacy Group’s communications and engagement strategy by:
   * developing with the ILG committee a strategic plan in relation to communications and engagement; including setting targets and devising focused campaigns
   * developing with the ILG committee a yearly operational plan
   * measuring the impact of focused ILG campaigns and the new strategy
   * writing both quarterly and yearly reports on progress against actions and targets
   * responding to ILG committee requests for advice on other initiatives and activities, where appropriate
2. To lead the ILG’s communications and engagement activities by:
   * recruiting and developing a Comms sub-group, consisting of volunteers who carry out communications and engagement activity on behalf of the ILG
   * supervising and coordinating the work of the Comms sub-group, including provision of a rota, shared inbox and action plan, and other organisational tools, and facilitating quarterly sub-group meetings (in person or online)
   * ensuring timely & clear communication between sub-group members & the ILG committee
   * sharing ideas with the LILAC Marketing & Insights Manager and the JIL Digital Communications Officer and supporting their campaigns.
3. To ensure the Information Literacy website is a valuable resource for the information literacy community by:
   * commissioning, drafting, editing and publishing IL-related posts on the website blog, both from the ILG committee and from external contributors
   * creating and maintaining content for the topic pages
   * ensuring appropriate links to other ILG platforms, including the LILAC, MILA and Journal of Information Literacy websites
   * promoting new website content via the ILG’s social media platforms
   * providing quality control, including that appropriate levels of accessibility are met.
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 (e.g. X, BlueSky, Mastodon, Linkedin and YouTube)
* overseeing the writing and editing of content for social media and other online spaces, with cross referral where appropriate
* establishing a consistent voice and identity for the ILG across all platforms

1. To plan, coordinate and measure the effectiveness of the communications and engagement activities of the group.
2. To oversee purchase or production of a range of ILG promotional material, which align with sustainable practice whilst promoting key messages.

###### Knowledge & Experience

The role holder will be a source of advice to the committee on all aspects of communications and engagement. They will keep up to date on information literacy issues and determine how they may affect the communications / engagement agenda of the group. They will have experience of using a wide range of communication tools, including social media, and will be able to produce high-quality, engaging written material for a diverse audience. The post holder should also have experience of project management and marketing / engagement events.

###### Time commitment

1. As a member of the ILG committee, the Communications & Engagement Manager will be expected to attend four committee meetings a year. Three will normally be online for up to four hours, the other in person/hybrid.
2. Up to three hours per week carrying out the normal duties of the role.

###### Person Specification (qualifications, skills, knowledge and experience) for the role of: Communications & Engagement Manager

|  |  |  |
| --- | --- | --- |
| **Job related knowledge, aptitude and skills** | **Requirements** | **Essential or desirable** |
| Qualification | Library and Information Studies or Communications / Marketing degree, or professional experience in one of these areas | Desirable |
| Knowledge | Awareness of current Information Literacy issues | Essential |
| Experience | Creation of targeted engagement and communication with a range of audiences | Essential |
| Experience | Effective use of a wide range of communication tools, e.g. websites, blogs, social media, email, discussion lists, newsletters | Essential |
| Experience | Experience of working in a library or related service area | Desirable |
| Experience | Experience of working with a budget | Desirable |
| Experience | Experience of managing a small team | Desirable |
| Skills | Ability to lead on and develop communications and engagement strategy | Essential |
| Skills | Excellent oral and written communication skills | Essential |
| Skills | Proficient use of web editing tools | Desirable |
| Skills | Project management experience | Desirable |