

JOB DESCRIPTION & PERSON SPECIFICATION

1. Job title: Communications Assistant **Centre:** **Grade:** C **Location:** Cambridge

Reports to (Job title): Communications Manager **Line Manages** (Job titles):

2. Main purpose of role:

To assist the NIAB Communications manager in marketing, PR and other corporate communications activities for NIAB, including web-site content management, events management and social media activities.

3. Financial authority/responsibility (e.g. delegated budget, authorisation level, approx value of contracts etc):

4. Key relationships (external and internal):

Internal:

External:

Tasks/responsibilities (in order of priority)	Approx % of time
Content manager for all NIAB websites including corporate, membership, NIAB Innovation Farm and ARTIS. This will include uploading and removing content on the website, updating calendars, setting up and managing events as a matter of routine and ensuring that technical information is loaded appropriately and promptly. Monitor the performance of the website and member access.	30
Manage and further develop NIAB's social media activity working with colleagues on identifying opportunities for news and information that can be easily used within these tools.	10
Support events-management activities associated with membership and other commercial services – particularly Cereals Event and Open Days. Oversee the production of all show graphics and plot boards.	30
Provide in-house photography and video services covering events, conferences, people, training, images for literature. (Training will be given) Work with colleagues to identify technical issues and information to feature in regular technical videos for use on NIAB websites. Plan and carry out shooting, editing, and uploading of videos.	20
Support marketing and sales activities and events management activities associated with membership and other commercial services.	10

6. Working conditions :

Although based at NIAB HQ in Cambridge, the post will involve occasional national travel and attendance at Open Days during the Summer months and winter conferences.

7. PERSON SPECIFICATION**Education/Qualifications:**

Essential:	Desirable:
GCSE (A – C) or equivalent – five subjects including English, Maths, preferably IT. A Level (or equivalent) – two or more subjects Higher education in a relevant agricultural sector	Degree in Agricultural sector

Experience:

Essential:	Desirable:
Good writing / editing skills	Experience of web-editing, social media and marketing activities.

Specialist Training:

Essential:	Desirable:

Personal Qualities (skills, behaviours and competencies)

Essential:	Desirable:
Good communications skills, able to work to short deadlines in a lively, dynamic environment. Needs to be self-motivated and willing to take responsibility for their own work areas.	

Date of description: 13.08.14**Compiled by:** Bill Clark

Salary(estimate): £20-27K