

The Institute of Business Ethics (IBE) is recruiting a Communications Manager to focus on developing and growing IBE's public profile

Communications Manager - Reporting to the Director

Salary Commensurate with experience and IBE's charity status

About the IBE The Institute of Business Ethics raises public awareness of the importance of doing business ethically. Established in 1986 by business people it has grown to be a leader in its field, based on its purpose of encouraging high standards of business behaviour based on ethical values. We help organisations strengthen their ethical culture through the sharing of knowledge and good practice. A registered UK charity, working globally, our work is supported by donations from companies, associations and individuals. As well as financial support, supporters make a positive contribution to the work of the IBE through the sharing of good practice and experiences of ethical issues. Our corporate supporters give us a global perspective, representing every sector: they include a third of the FTSE100, with many overseas based multi nationals, and help us to ensure our work is practical and challenging.

What we do

We support and guide organisations to strengthen their culture and encourage high standards of business behaviour based on ethical values. We assist at board level and at the practitioner level with the development, implementation and embedding of effective and relevant corporate ethics strategies, policies and programmes. We help organisations to provide guidance to staff and build relationships of trust with their principal stakeholders. We raise public awareness of the importance of doing business ethically. We collaborate with other UK and international organisations with interests and expertise in business ethics. We work with the HEI sector to encourage the teaching of business ethics and run an annual student essay competition.

Further information about the IBE and its activities and publications can be found on our website www.ibe.org.uk

The appointment Applied business ethics is now more topical than ever. The success of the IBE lies not only on delivering relevant thought leadership, working with our supporter organisations and others, but in communicating our messages effectively.

As a member of the team, the successful candidate will have an opportunity to contribute to the IBE and will be expected to add value to both the work of the IBE and our current and future supporters.

The role:

Job Purpose	To help develop, support and deliver communications for the Institute of Business Ethics, raising our profile with the media, maintaining engagement with our supporters and promoting our activities.
Accountabilities 1. Strategic	<ul style="list-style-type: none"> • Implementing communications plans to increase brand awareness and recognition for the IBE. • Deliver all aspects of communications activity of the IBE, including copywriting, responding to media enquiries, writing weekly newsletters, writing press releases for local, national and international media • Monitoring press stories relating to the IBE and its brand and maximising opportunities for engagement • Overseeing and managing the social media strategy for the IBE, ensuring it aligns with the IBE's brand and ensuring that approaches to social media are relevant and appropriate for each medium • Manage, to include tracking and reporting, on IBE email campaigns in order to guide improvements • Delivering a content calendar across all platforms ensuring constant supply of relevant content.
2. Copywriting	<ul style="list-style-type: none"> • Provide content and copywriting for the promotion of IBE activities. • Collating and analysing current communications and messages and ensuring consistency. • Placing, drafting and editing articles on behalf of IBE team members • Curating the IBE Blog, including writing content • Draft content for the IBE's website in collaboration with the Marketing Manager.
3. Social Media	<ul style="list-style-type: none"> • Monitoring social media and facilitating supporter engagement online. • Providing analysis of social media insights to feedback to products and marketing and guide future social media campaigns • Keeping up to date with advances in social media technology and the latest social media platforms and their impact on the brand's marketing.
4. Collaboration	<ul style="list-style-type: none"> • Reporting on press and social media mentions of the IBE internally. • Collating communications data for reporting to the Director and Trustees, in collaboration with the Marketing Manager • Drafting the IBE Annual Impact Report.

Specific skills and experience	Essential <ul style="list-style-type: none"> • Knowledge and experience of communications work, • Project management experience • Experience of implementing and developing communication plans and strategies • Experience of managing a range of social media in a corporate capacity • Excellent relationship management skills and a friendly disposition when working with a range of stakeholders, including media contacts and IBE supporters. • Excellent oral and written communications skills: the ability to clearly communicate a wide range of issues for different types of content • Delivery-focused with a high level of organisation, and planning skills. • Able to work flexibly and to respond quickly to ad hoc or urgent requests
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	<ul style="list-style-type: none"> • Able to work independently and as part of a team to support the IBE activities <p>Desirable</p> <ul style="list-style-type: none"> • Understanding of and interest in ethical business practice, and current business ethics issues. • Website and CMS experience and an understanding of SEO
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Working Hours The role is based on 5 days a week, based in London, near Victoria. The IBE supports flexible home working

Holidays & Benefits 25 days p.a. plus statutory holidays
Employer's 5% Pension contribution

Closing Date **Wednesday 11th September 2019**

Applications To apply please send your CV with a supporting statement, detailing your interest and the specific experience that makes you suitable for this role, *including your salary expectations*, addressed to:

Philippa Foster Back CBE
Director
Institute of Business Ethics
24 Greencoat Place
London SW1P 1BE
T: 020 7798 6040
E: info@ibe.org.uk

***NB Receipt of all applications will be confirmed.
Shortlisted applicants will be contacted after the closing date with an invitation to a first interview***

Interviews **First interviews of shortlisted candidates will be held on Wednesday 18th September, 2019 at the IBE's offices with a final interview date of Tuesday 1st October 2019.**

The IBE is an equal opportunity employer and does not discriminate on any grounds.