

BIFA Role Profile

Communications Executive

Location	Reports to:	Date:
Feltham (with occasional travel)	Communications Manager/Exec Director	February 2023

Key Communications Responsibilities

- **eNewsletters** – Creation of Member newsletters. Example activities include delivering the weekly News and Training updates, creating event invites, alerts on breaking news and industry promotion opportunities, BIFALink, monitoring the analytics behind our campaigns. Using Canva, Mailchimp and our Customer Relationship Management system to ensure content is on brand and delivered to the appropriate audiences.
- **Social Media** – Together with the Communications and PR Apprentice, plan and schedule social media activity for all BIFA updates. Examples include news, events, training, industry promotion and membership. Support the creation of artwork in line with BIFA’s brand guidelines. Using tools such as Hootsuite and Canva to ensure content is delivered on time and on brand. Engage with followers and manage comments.
- **Website** – Support the ongoing development, improvement, and maintenance of BIFA’s website. Examples of support include publishing news articles, setting up new content pages and keeping content up to date.
- **BIFALink** – Support the production of BIFA’s monthly member magazine. Example activities include attending the editorial meetings, writing articles, promoting new issues across our channels, gaining reader feedback, and suggesting improvements to the publication.

- **BIFA Events** – Together with the Communications and PR Apprentice, drive the promotion of any national/regional member events, whether on or offline; organised by BIFA’s Events team. Events include: BIFA Freight Service Awards, Young Forwarder Network, Regional Meetings, Members Events, Welcome Meetings and Exhibitions. Example activities include the delivery of eNewsletters, creation of event artwork and social media content.
- **Databases** – Together with the Communications and PR Apprentice, maintain BIFA’s mailing list/database, subscriber groups and the various modal/regional segments, to ensure our communications continue to target the correct audience.
- **Measurement** – Utilise metrics such as member feedback, social media analytics and statistics from Mailchimp, FlippingBook and Google Analytics to feedback on the performance of our communications activity to senior management.
- **Branded Templates** – Support the BIFA secretariat in ensuring that their PowerPoints, agenda and meeting minute documents are of a high quality, are consistent and are in line with brand guidelines.
- **BIFA Internal Communications** – Support the BIFA secretariat with any bespoke communications projects, such as introducing changes in policy or procedure, BIFA Council updates. Manage the monthly updates of email signatures of BIFA staff.
- **Surveys** – Support with creating and coordinating member surveys and producing data reports from the SmartSurvey tool to enable the relevant stakeholders to take appropriate action.
- **PR / Media activity** – Deputise for the Communications and PR Apprentice as required, working with BIFA’s PR Consultant to deliver Press Releases across all channels of communication.

Desired Skills and Experience

- 3–5 years' experience of working in Communications/PR
- Relevant qualification in CIPR or IoIC (or be working towards one)
- Demonstrate experience of creative writing, social media, content creation and digital marketing in a B2B environment
- Understanding of communication channels such as eNewsletters, magazines, social media, website articles
- Strong writing skills; can demonstrate experience in translating technical language into a simpler, easy to read documents or communications for our members
- Demonstrate excellent planning and organisational skills
- Good working knowledge of Microsoft Office, Teams, Canva, Mailchimp, Adobe creative suite
- Photoshop and Video curating experience would be beneficial but not essential

Personal Attributes

- An enthusiastic and can-do attitude
- Excellent verbal and written communication skills, confident in dealing with or presenting to people by phone, in writing and in person
- Strong attention to detail
- Self-motivated, with ability to organise and prioritise own workload; supporting colleagues as required
- Excellent interpersonal skills with the ability to be a team player; building good relationships with stakeholders and colleagues
- Is punctual, reliable, proactive and shows personal responsibility