

## **Communications & Content Officer**

**£25,000.00 per annum**

**British Chiropractic Association**

**Mainly Remote (Flexible Location – Dorset, Hampshire, Wiltshire)**

**Full/Part Time or Job Share**

The British Chiropractic Association is the largest and longest-standing membership Association for chiropractors in the UK. We are a progressive, ambitious professional membership body, focussed on doing the very best for our 1500 members and for the chiropractic profession more widely. We offer excellent benefits, including private medical insurance, 25 days holiday and a private pension.

We are looking for enthusiastic individuals, with broad experience of managing and developing content and communications. Reporting to the Director of Communications & Marketing, you will be creative, educated to degree level (or equivalent experience), with a good understanding of digital communications, managing websites, social media, online communities and events.

As part of a small, committed team, most of your work will be carried out remotely (from home), however, you will be required to travel to various locations to attend meetings and events.

### **Using your creativity, skills, knowledge and experience, you will:**

- Take responsibility for delivering and administering key aspects of the BCA's Communications Strategy
- Be responsible for social media management and planning, including content creation
- Administer and manage creation and publication of relevant, original, high quality content
- Assist in the planning, managing and delivery of the Association's Annual Conference
- Undertake innovative marketing of events, with a focus on delegates, sponsors and advertisers
- Plan, write and coordinate corporate communications
- Assist in media relations
- Prepare reports and manage the BCA's brand and application

### **To be successful in this role you should demonstrate:**

- Proven experience of digital marketing

- Responsibility of managing communication activity
- Proven experience of website editing and content creation
- Proven experience of management of social media communities
- Experience of coordinating and managing events
- An understanding of analytical tools
- Excellent communication skills
- The ability to be able to work remotely (from home)
- A flexible approach with a willingness to adapt to changes
- An ability to work using your own initiative both independently and as a competent, effective team member
- An ability to work under pressure and prioritise work to meet deadlines
- Always treating others with courtesy, dignity and respect

If you are interested in joining the BCA Team, please apply by submitting a current CV with a covering letter, outlining in no more than 250 words why you believe you are suited to this role.

**Closing date for applications is 12 noon on Friday 4<sup>th</sup> December 2020.**

First interviews will be scheduled between 14<sup>th</sup> and 18<sup>th</sup> December 2020 and held virtually. Final interviews will take place between 4<sup>th</sup> and 8<sup>th</sup> January 2021. Shortlisted applicants will be contacted by email.