

# Job Description

<b>Job Title</b>	Content & Communications Executive
<b>Contract Type</b>	Fulltime. Fixed term contract for 12 months initially.
<b>Salary</b>	£25,000 - £27,000
<b>Location</b>	Remote (home based), but able to attend meetings and events throughout the UK as required.
<b>Reports to</b>	Communications & Marketing Manager
<b>Key Relationships</b>	BCA Staff; BCA Suppliers (agencies); BCA Committees

## Job Summary

The BCA is the home for chiropractors who put their patients first. We support our members to fulfil the challenges of being a modern, patient-centred practitioner by offering comprehensive services and events.

We are looking for someone to support our small Communications & Marketing team with content and communications activity, as well as some marketing initiatives.

Develop and implement effective content and communications to engage and grow the BCA's impact across the UK. Main responsibilities include management of website content, design, and development of social media content and plans, as well as executing corporate communication activities.

## Main Duties and Responsibilities

1. Take responsibility for all aspects of delivery of our communications strategy, with focus on digital communications, content and community events.
2. Social media management and planning, including content creation (which must include basic video and design).
3. Administer and manage the creation and publishing of relevant, original, high-quality content (for all channels and member communications).

4. Assist in the development and deployment of the communications & marketing strategy
5. In collaboration with the BCA's Development Team, undertake innovative marketing of events, with a focus on delegates and sponsors/advertisers
6. Planning, writing and coordinating of corporate communications, including the BCA's website, yearly magazine and e-newsletters
7. Assist in the execution of media relations and public affairs – supporting the selected PR agency and liaising with stakeholders on news stories
8. Deputise for the Communications & Marketing Manager when necessary
9. Prepare accurate reports on overall performance across all our key channels
10. Manage BCA's brand and application, in partnership with the Communications & Marketing Manager
11. Administration activities such as cataloguing of marketing materials, meeting coordination, event organisation

This job description should be seen as a guide to the main duties and responsibilities of the job and not as a permanent, definitive statement. The business will change and develop, and the duties and responsibilities may vary from time to time.

### General and Regulatory Responsibilities

(standard corporate responsibilities applicable to all)

1. To comply with all Association Rules, Standards, Policies and Procedures.
2. Support and actively promote the values, beliefs and expected behaviours of the Association, including Equality, Diversity and Inclusion.
3. To perform other duties from time to time which are reasonable in relation to the individual's skills, abilities and position in the Association.

Attributes		Essential/ Desirable
Experience	Creating digital content	E
	Developing online engagement plans	E
	Working across internal teams on joint plans	E
	Delivering communications and marketing plans	E
	Working with external suppliers	E
Knowledge	Latest digital and content techniques and approaches	E
	Online strategies for engagement and marketing	E
	Understanding of the health landscape in the UK	D

	Understanding of CRM systems	D
Skills	Liaison with external partners and stakeholders	E
	Basic video editing and design skills	E
	Copywriting skills	E
	Data analysis	E
	Planning and organisation skills	E
	Market segmentation	E
	Creative problem solving	E
Other	Able to work remotely – mainly from home	E
	Able to travel to various locations for meetings and events	E
	Self-motivated	E
	Understanding the importance of confidentiality and data protection	E