

Are you our new Communications Assistant?

The basics

Location:	Central London
Reporting to:	Head of Communications
Salary:	£20,000 – £25,000 (dependent on experience)
Working Hours:	Full time. The pattern of hours may vary according to operational needs and generally work will be carried out during normal office hours. We're a flexible employer.
Holidays:	25 days per annum, plus statutory holidays.
Contract:	This is a permanent contract. The period of notice is one month in writing on each side. There's a probationary period of three months.
Equal Opportunities:	The FCC strives to be an equal opportunities employer and commitment to this process will be expected.

So what's it about?

The essence of this role is to support the communications team in developing and executing promotional activities to raise engagement with and the profile of the Future Cities Catapult. Key audiences are businesses and SMEs, city and national government, academia, and all forms of media.

The communications team currently comprises of a Communications Manager, Digital Communications Officer and creative agencies support as needed. The team sits within the Business Development team reporting to the Chief Business Officer. This role will support the communications team in delivering compelling content throughout the following channels: social media, website and presentation and marketing materials. You will be able to draft and coordinate content for twitter, news stories and for marketing materials.

You will have a passion for and expertise in communications. You will have some work experience from either an agency or in-house environment. Blending a good understanding of various aspects of communications: PR, copywriting, social media, film and using defined key messaging design.

It is highly beneficial for you to have an interest in urban innovation, with insight into some of the pain points being felt in cities, and the challenges businesses face in addressing those challenges.

You will help cut through the noise and hype surrounding smart cities to deliver resonance and salience for our brand, our products and our services with key stakeholders. You will share our ambition to be the best place in the world to work on urban innovation.

The role may involve some UK, European and international travel as required.

Main Responsibilities and Activities

The Communications Assistant will report to the Head of Communications and support the team having the following responsibilities:

- Manage website enquiries.
- Researching media lists for PR campaigns.
- Updating resources such as the corporate deck.
- Creative concept development/ idea generation.
- Monitoring social media.
- Coordinating the media monitoring service to give us intelligence in a timely way (refreshing keywords linked to campaigns etc).
- Content writing: for social media.
- Write and style content for the corporate website, embedding content such as film and images, adding SEO information to maximise impact.
- Stylise images for social and digital media.
- Proofing and styling web content written by colleagues in marketing and events.
- Researching and writing newsletter content.
- Live tweeting events e.g. lunchtime lectures or events where colleagues are speaking.
- Writing copy for marketing materials, such as banners & postcards.
- Liaise with creative agencies as directed by the team.
- Administrative tasks around team meetings and PR events.
- Researching for media lists.
- Using software for data analytics and producing creative assets for campaigns.
- Processing invoices.
- Creating and maintaining a digital photo library.
- Supporting the communications team when required and any other duties which may reasonably fall within the scope and range of the job.
- Supporting colleagues on how to use social media and our brand guidelines.

What will you be doing?

Communications support and administration

- Support the communications team in organising meetings and workshops, capturing briefs from internal and wider project partners, working to support our corporate communications requirements etc.
- Research the media landscape for relevant stories, becoming well-informed through specific media and 'thematic' content areas.
- Contribute to the integrated communications strategy, helping to execute the comms plan.
- Support the launch and engagement with our information sharing platforms.
- Developing good supplier relationships and processes.

Content and idea generation

- Producing content for social media, the corporate website and blogs; engaging with the wider team to develop angles for content.
- Editing copy written by colleagues for social media, the corporate website and blogs.
- Drafting copy for a corporate newsletter.
- Contribute to and run idea generation workshops.

Social media

- Live tweeting for corporate events or for colleagues speaking at an event.
- Support colleagues in how to use social media guidance.
- Schedule tweets and blog posts .
- Monitoring & evaluation of social media campaigns and website traffic .

Brand

- Supporting colleagues in how to use the brand, animating through our comms channels.

Images & film

- Maintain a photo library of corporate images in line with the brand and house style.
- Crop images in photoshop and optimise for corporate website and digital channels.
- Creating short branded video clips for use in digital channels.

What are the first-year outcomes?

Outcomes are what you need to accomplish in your role, and we will work together to refine these. These are not all the outcomes you will be expected to achieve, but some of the primary ones:

- Supporting engagement through our information sharing platforms with 80%+ positive feedback.
- Increase in social media followers and in particular levels of engagement (precise KPIs to be shared in the interview process).
- Efficient response to website enquiries.
- Up-to-date comms content of themes and projects reflected through key channels.
- Substantial photo library.

What kind of person are we looking for?

Essential Requirements:

- Experience in a communications environment (either in-house or agency).
- Ability to work as part of a team.
- Qualification in communications, media, journalism or urban innovation-related disciplines.
- Demonstrable experience of using social media as part of an integrated marketing approach.
- Excellent written communication skills: able to inspire and enthuse others and to vary the tone and use of language for different audiences and purposes.
- Accuracy and an eye for detail.
- Good organisational skills with an ability to multi-task, lead on certain areas and meet deadlines.
- Able to think creatively, research current trends in cities and urban innovation and input own ideas.
- Good working knowledge of video/sound recording equipment and editing software (inc. Final Cut Pro and Audacity) as well as basic SLR digital photography skills.
- Experience using website content management systems e.g. WordPress.
- Good working knowledge of Adobe Creative Suite and Microsoft Office including Word, Outlook and Excel.
- A confident and open approach with good interpersonal skills.
- Committed to developing own marketing and communication skills.
- Willing and enthusiastic, with a hands-on attitude.
- Reliable and well organised with attention to detail.

What about our culture?

We are a rapidly growing organisation with a mission to make urban innovation happen for the benefit of businesses, cities and citizens.

Our mission is to advance urban innovation, to grow UK companies, to make cities better.

We employ people with various backgrounds and skills so we can quickly create multidisciplinary project teams to deliver innovative new projects and programmes that make a real impact. The flexible design of the organisation means we can get the most out of the diverse variety of skills and perspectives we have in-house.

We are all deeply committed to our mission, and you will need to share that commitment and vision. You are happy working in a fast-moving, unstructured and multi-disciplinary environment and thrive on the occasional uncertainty that comes with being part of a new and fast-growing organisation.

Our culture is open, collaborative and rich in skills and backgrounds. We've tried to capture our way of working in three principles:

- Break new ground – we're transformative, imaginative and intelligent
- Play nicely – we're collaborative, approachable and fair
- Make it a reality – we're down to earth, tangible and we get stuck in.

You'll thrive in an environment that sits between public and private, between cities and tech, between design and science, between research and practice. If you are excited by the possibility of working in one of the world's leading urban innovation centres, a place stuffed with a diverse group of talents and perspectives, we would encourage you to send your application.

Want to apply?

Send your CV and portfolio with covering letter via our [application](#) portal and in your cover letter, tell us why you're right for the job.

www.futurecities.catapult.org.uk

Twitter: @FutureCitiesCat