

JOB DESCRIPTION

Institute of Food Science & Technology

Job Title:	Communications Officer
Accountable To:	Head of Knowledge, Learning & Communications
Direct reports:	None
Location:	Office-based (Hammersmith, London), with occasional homeworking as agreed by line manager and in accordance with business needs. Occasional travel (such as to IFST and external events).
Status:	Full time (35 hours per week), Permanent (Band 2)

The information provided in this Job Description is given to ensure that the post holder has the best opportunity of understanding what is required to be effective in the post. It is not intended to be prescriptive in every detail and it is expected that the post holder will be as positive and flexible as possible in using this as a framework.

The Position

This role supports the Institute's activities relating to social media, digital communications, and scientific content. Working closely with the Head of Knowledge, Learning & Communications, the post holder leads on day-to-day content creation, channel management, and digital communications across IFST's platforms, helping to raise the profile of the Institute and its work with members, prospective members, and the wider public.

Summary of Role and Responsibilities

1. Social Media

- Creates engaging copy and visuals across IFST's social media platforms and website, inspiring the public, existing members and prospective members.
- Produces press releases and monitors media enquiries.
- Coordinates social media content, consulting across the team to ensure a coherent and well-planned content calendar and using Buffer for social media scheduling and management.
- Creates social media campaigns around key themes, cultural moments and IFST priorities.
- Produces graphics for social media, the website and team use, using Canva, InDesign and other Adobe Creative Cloud software, and ensures regular posting across platforms in a variety of formats. This includes still images, carousels and reels,
- Manages engagement with social media volunteers, their activities and priorities.
- Acts as the main point of contact for interactions on IFST's social media channels, engaging members and commenters and referring contentious or challenging issues to the Head of Knowledge, Learning & Communications.

2. Digital Communications

- Writes new content for the FS&T Magazine, including IFST News, summary of recent IFST activity, commissioning and editorial.
- Writes content for IFST website and ensures regular updates to relevant webpages.
- Coordinates the subscribers list, with the aim of growing IFST membership.

- Writes, designs and issues monthly newsletters for IFST members and subscribers, as well as dedicated emails for specific activities and events to segmented audiences. This includes events emails, member updates, subscriber emails and other relevant communications.
- Designs and issues Factsheets, Technical Briefs and other scientific output produced by the team and volunteer network.
- Implements engaging multi-channel communications campaigns to raise the profile and reach of IFST membership and events across email, web and social media.
- Attends IFST Events when required and produces high-quality multimedia content.
- Liaises with website supplier to resolve any technical issues.
- Provides quarterly reports to the Board of Trustees including Google Analytics data on website performance.

3. Other Responsibilities

- Monitors Communications inbox and answers telephone calls, responding where necessary.
- Supports Head of Knowledge, Learning and Communications with administration relating to Publications committee.
- Supports Head of Knowledge, Learning and Communications with other ad hoc administration where required.
- Maintains and updates procedures relevant to the functions and responsibilities of the role.
- Completes tasks to support delivery of the IFST Business Plan.
- Contributes to shared team activities within the organisation.
- Participates in development projects and other activities as required.

Members of the IFST Executive Team and our volunteers are expected to adhere to IFST's equality, diversity and inclusion statement and to promote a positive and inclusive culture at work and with our members and stakeholders.

Person Specification

Criteria	Essential	Desirable
Skills	Excellent written communication skills, with a strong command of English language and grammar. Ability to write in a range of voices and for different audiences. Good attention to detail with strong personal organisational and planning skills. A self-starter, able to work independently and as part of a team. Ability to prioritise deadlines and manage multiple projects.	Ability to understand scientific papers and information and translate them into accessible copy. Proactive approach to identifying and solving problems.
Knowledge	Understanding and knowledge of science communication principles and practice.	Knowledge of food science and technology. Familiarity with email marketing platforms, in particular MailChimp.
Qualifications / Training	BSc or equivalent level qualification (or equivalent experience).	Qualifications or training in social media management, digital communications or a related field.

Experience	Proven experience creating content for a range of social media platforms (LinkedIn, Instagram, and others) including use of analytics tools such as Buffer and Google Analytics. Experience of digital content creation including copywriting and design using Canva, Adobe InDesign, Illustrator and Photoshop	Experience and understanding of a wide breadth of different forms of digital communications. Photography experience. Experience in AV systems. Experience of using Monday.com and Claude.
Other	Commitment to the principles of equality, diversity and inclusion, and a proactive approach to applying them. Willingness to undertake shared team activities. Flexibility and willingness to undertake a variety of tasks.	