

## ROLE STATEMENT – CIPFA SOUTH EAST COMMUNICATIONS OFFICER

### Primary role:

The Communications Officer is responsible for leading on promotional, web-related and social media activity for the CIPFA South East (CSE) region, ensuring events and activities are publicised and marketed at every available opportunity.

<b>Main duties &amp; responsibilities</b>	
1	To coordinate and develop a broad range of communications aimed at promoting the Council's regional activities and plans, to the benefit of the regional membership.
2	To lead on the promotion of regional events and activity, and the CSE region in general e.g. by sending communications to regional members and students, contributions in newsletters and at organised events
3	To coordinate CSE press releases and publications, including newsletters and social media posts, liaising with the CSE President and Vice President regarding official regional communications or the relevant council member in relation to specific events.
4	To take responsibility for the CSE's social media account(s) and communicate the activities of the region via these accounts. E.g. Facebook, Twitter, LinkedIn etc.
5	To take responsibility for the CSE communications email account, ensuring efficient and effective communications with regional members and students.
6	To make use of data (including the regional membership dashboard), tools and analytics to ensure communications are targeted and effective.
7	To review emerging platforms, and periodically bring forward recommendations for ensuring that the CSE's social media account(s) remain relevant and effective.
8	To liaise with CIPFA in relation to publications where regional contributions are required, drafting content or delegating to council members as appropriate and encouraging the submission of articles and features.
9	To work in partnership with the Regional Website Administrator to ensure consistency between the CIPFA South East website, social media and communications in general.
10	To liaise with CIPFA, other regions and organisations within the remit of Communications Officer responsibilities and support the CSE President and other council members as required with ad hoc correspondence.

11	As a Member of CSE Council, attend Council meetings and contribute to and engage in regional council activities.
12	As a Member of the CSE regional council, actively seek new volunteers to join and contribute to council and regional activities.
13	To report to the CSE council on progress in relation to promotional material and communications issues.