



ECONOMIC
STATISTICS
CENTRE
OF
EXCELLENCE

NATIONAL INSTITUTE OF ECONOMIC AND SOCIAL RESEARCH

DIGITAL COMMUNICATIONS OFFICER

ECONOMIC STATISTICS CENTRE OF EXCELLENCE (ESCoE)

The Economic Statistics Centre of Excellence (ESCoE) is an independent research centre funded primarily by the Office for National Statistics (ONS). The Centre conducts research that addresses the challenges of measuring the modern economy and provides an environment for the development of a wider research community with skills and research experience in economic measurement. The Centre is hosted by the National Institute of Economic Research (NIESR) and is delivered in close collaboration with its partner institutions, including the University of Cambridge, King's College London, Nesta, the University of Strathclyde and Warwick Business School.

The ESCoE was established in 2017 and we are seeking to appoint a Digital Communications Officer who will develop our digital platforms and help promote a large, new and high profile research network across these. The Digital Communications Officer is a new role and the successful candidate will be responsible for helping to create digital communications for the ESCoE, administrating the day-to-day news flow on our website and digital and social media platforms, and maximising our opportunities to engage with a variety of audiences. As well as the requisite technical expertise and drive, we are looking for someone who believes in economic statistics as a basis for informed debate and means of improving public policy.

About You

You will have: Experience of working in a communications role; Excellent communications skills; Understanding of the media environment in which economic research operates; Excellent digital content creation skills; Experience of building audiences on social media; Excellent general IT skills; Meticulous attention to detail and a high level of accuracy; Outstanding interpersonal skills; Willingness to work flexibly where needed; Demonstrable experience of working with minimum supervision and project management; Understanding and commitment to the values of the ESCoE.

Role and Responsibilities

Digital and Social Media Delivery

- Create and implement digital campaign strategies to create, engage and excite a community of researchers, national statisticians and policy makers interested in economic measurement issues.
- Develop, maintain and update the ESCoE's website: be ESCoE's Web Editor, add pages, add and edit content, develop visual themes, propose improvements, liaise with web consultants as necessary.
- Develop and manage social media channels for the ESCoE, including Twitter, Facebook, LinkedIn, YouTube, Instagram and SoundCloud.
- Help to increase traffic to the website and other social media platforms, driving up the number of website visitors and social media followers and views and working across diverse communities to involve them in the work of the ESCoE.
- Under the supervision of the Centre Director prepare and publish written, visual and audio content for ESCoE's digital platforms, particularly website and social media accounts, in keeping with the ESCoE's aims and objectives.
- Procure, edit and place articles and blogs; call journalists with stories and ideas.
- Shoot simple explainer and events videos to enhance ESCoE work; edit, post to YouTube and digitally disseminate them.
- Publicise ESCoE events and maintain up to date news content relating to the ESCoE.
- Promote ESCoE research projects and maximise opportunities for stakeholder engagement and positive press coverage.
- Support the production and dissemination of publications, including research papers, newsletters and other reports.
- Support media relations and related communications activity at ESCoE events.
- Develop and compile a regular ESCoE e-newsletter, including its clearance and distribution.

Project Management and Administration

- Liaise with external partners and Centre stakeholders, including officials in ONS, government departments and international agencies at working level.
- Support the organisation of the annual conference, seminars and workshops, organising live streaming and social media coverage of events, and administrating live online video conferencing and post-record publication.
- Work alongside researchers to implement communications plans for specific ESCoE projects.
- Assist with monitoring and evaluating ESCoE's media output and broader coverage.
- Collate and analyse information about our digital audiences and regularly produce digital analytics reports outlining the success of marketing initiatives, offering audience insights and data driven content ideas.
- Provide administrative and other assistance to the ESCoE team as required.

General Responsibilities

- Support the continual improvement of ESCoE processes to maximize accuracy and efficiency.
- Provide general support to the ESCoE team in relation to telephone calls, events and visitors and undertake general clerical and any other such duties as may reasonably be requested relating to the job purpose.
- Represent the ESCoE in a professional manner to stakeholders and all audiences.
- Be flexible within the broad remit of the post.
- Be responsible for the health, safety, welfare of self, other members of staff and visitors.
- Abide by NIESR's organisational policies, codes of conduct and practices.

Key Working Relationships

- Report and provide support to the Centre Director, who is responsible for the successful delivery of the ESCoE.
- Liaise closely on a day to day basis with the Centre Operations Director and Centre Administrator.
- Liaise closely on a strategic basis with NIESR's Head of Communications.
- Liaise as appropriate with the ONS and external stakeholders to support the ESCoE digital communications strategy.

Selection Criteria

The ideal candidate will have:

- General experience of working in a digital communications role, sometimes under intense time pressure.
- Education to degree level or equivalent.
- Experience of using, and building audiences on social media channels including Twitter, Facebook and YouTube.
- Excellent communication skills, including experience of writing succinct and accessible copy for a range of audiences; editing and proofreading news releases, blogs, and website content.
- Excellent digital content creation skills, including the ability to create high-quality graphics, create and edit on-line presentations, record short video pieces, edit video and produce podcasts to a high standard.
- Understanding of media environment in which economic research operates, including the needs and expectations of journalists.
- Knowledge of WordPress, video and podcast editing suites.
- Excellent use of graphics and infographics.
- Strong organisational, prioritisation and time management skills with the ability to manage multiple tasks.
- Ability to work accurately under pressure, independently with limited guidance and as part of a team. Meticulous attention to detail.

- Flexibility and resilience, and be comfortable working within a changing environment with a willingness to initiative/embrace/implement process improvements.
- A proactive, self-starting, and enthusiastic nature with the ability to drive work forward to completion.
- Excellent interpersonal skills, warm, professional and confident manner, with an ability to liaise effectively with all levels of staff.
- Excellent general IT skills.
- Willingness to work flexibly where needed, sometimes out of office hours, including travelling to conferences and events.
- Highly professional conduct and completely trustworthy.

The post is a full-time role with a salary of between £27,000 to £33,000, depending on qualifications and experience. To apply please send a CV (with the names of two referees) and covering letter explaining your suitability and interest in this post to hr@niesr.ac.uk. Emailed applications should include the subject line '[Your Name] ESCoE Digital Communications Officer'.

Closing date for applications is Monday 10th December with interviews expected to take place w/c 17th December. Due to the large number of applications we usually receive, it is not possible to write to you should you not be shortlisted.

The National Institute of Economic Research is Britain's longest established independent economic and social research institute. It specialises in high quality academic research, relevant to the economic and social forces affecting people's lives.