

ROLE DESCRIPTION: Publicity Coordinator and Working Group

Coordinator

- Day-to-day management of ESG's publicity, delivering strong pre and post coverage of group events and activities
- Set and track KPIs for the above
- Write copy and distribute press releases for media on ESG events and activities
- Liaise with industry media and local media, especially web, print and radio
- Liaise closely with BELT and Social Media Coordinator, and also as required with Membership Lead and Events Lead to ensure linkage of respective objectives
- Provide Communication Lead with quarterly status reports on above for BELT meetings

Events

- Organise production of mail-shots (in tandem with Email Marketing below), programme cards, posters, collateral and goodies etc., with support from Communication Coordinator and BCS PR, and in tandem with Events Coordinator
- Ensure all ESG events are included in the BCS Diary

Website

- Maintain and update ESG website daily, in partnership with BCS web team
- Post content to the website and provide access to committee to post their own content
- Build web traffic and repeat visits, and optimise the website
- Set and track KPIs for the above
- Collate web analytics from BCS and provide monthly reports to Communication Team and BELT
- SEO in tandem with BCS Web-team and Content Coordinator

Email Marketing

- Manage email marketing and introduce automated system if recommended

- Maintain emailing list
- Act as focal-point to distribute emails and mail-shots to ESG members (e.g. notifying them of forthcoming events) and when applicable BCS members, using the BCS List Server facility
- Distribute information regularly to an established network of contacts
- Send emails to ESG members on behalf of other groups on request