Role: Content, Brand and PR Manager  
Reporting to: Head of growth strategy and marketing  
Department: Commercial Division

About IMI:
IMI is a membership organisation that reflects a spectrum of Irish industry, from our smallest micro-organisations to the world’s largest multinationals. For sixty years IMI has pioneered the development of executive education in Ireland. Thousands of senior executives attend developmental programmes at IMI annually, ranging from NFQ level 9 Masters and Diploma qualifications to one and two day master classes. IMI also acts as a business partner for organisations that are seeking to align comprehensive learning and development strategies in support of business growth strategies. Common to all IMI programmes is the translation of academic best practice to real-world solutions for practising managers. In 2016 IMI has been recognised for the eighth year running as the only Irish business school to be ranked globally by the Financial Times for the provision of customised executive education. In June 2011, An Taoiseach Enda Kenny announced a strategic alliance between the IMI and University College Cork (UCC). IMI also collaborates with international partners such as Henley Business School, Cambridge Judge Business School and IMD in Switzerland.

Purpose of the role:
Content generation and PR will be central in IMI’s rebranding and repositioning agenda for 2016-17. Content will also play a key role in inbound lead generation and thus enable our effort to shift from outbound to inbound marketing. IMI’s target market increasingly uses online media as their direct news source. Thus, this role will require the following skills:

1) Content generation – creativity (both graphic and writing skills)  
2) Brand management- strong project management skills and ideation skills  
3) PR generation- messaging, positioning and PR contacts in the industry  
4) Digital media savviness

Key Responsibilities:

- Develop and deliver a brand-building content plan for Graduate, Short, Tailored and membership. To position the IMI brand as a thought leader, nationally and internationally by producing and distributing more content for offline and online use. This role will also focus on collecting, collating compiling these with a PR focus.  
- Curate, edit and write content for IMI website, newsletters, social media channels, blogs & third parties.  
- Start lead gen for tailored, membership and increasing lead gen across all stream by improving our online positioning and awareness of our value proposition.  
- Content outreach to ensure effective content distribution to target audience.  
- Ensure content is optimised for SEO.  
- Manage social media properties.  
- Coordinate social media ad campaigns and drive social media engagement. Report against social media KPIs.  
- Monitor key online communities.  
- Identify and develop relationships with key influencers.  
- Deliver consumer insights from social media.  
- Manage the execution of all campaigns.

The IMI is committed to equal opportunity.

The statements made in this job description are intended to describe the general nature and level of work being performed by those persons assigned to this position. These statements are not intended to be an exhaustive list of all responsibilities, duties, skills required of people assigned to this role.

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Specific PR outputs of this role will include:
- Closer monitoring of PR and will be working full time on pushing/pitching IMI stories.
- Better alignment of messages and maximising opportunities.

Experience and qualifications required:
- Proven track record (5 years +) in a communications, brand, or content marketing role
- Must have a 3-5 years of PR experience and PR network
- Excellent content and copywriting skills - a journalism background/qualification would suit. A portfolio of insightful, compelling and high-impact Marketing Content.
- Excellent visual design and graphics skills for content creation – knowledge of powerpoint, Adobe softwares
- Some knowledge of creating and optimising content for online – blogs, banners, free content guides
- Experienced in the development and delivery of content strategies
- Good knowledge of principles of SEO and Social media strategy and execution
- Proficiency with Google Analytics, CRM systems, social media analytics and email distribution software packages required.
- Strong project management skills and ability to work to deadlines
- Skills necessary to manage agencies and other creative teams to develop world-class creative for online and offline collateral and local customer-facing events
- Marketing, Professional services, or academic experience an advantage

Personal Qualities
- The ability to build and maintain a personal ethos of high performance.
- Results oriented, proven ability to reach and exceed targets in a dynamic environment.
- Strong/persuasive communication skills and the ability to develop productive working relationships across teams and departments are essential.
- Excellent attention to detail.
- Take initiative, with a hands-on execution style.
- Commercial acumen - has a good overall understanding of costing, budget and preservation of margin etc and can use this information to drive and influence decision making.
- Strong ability to build personal rapport with a wide range of stakeholders.
- Superior strategic planning and organisational skills, be self driven, well organised, and able to work independently with a hands-on execution style.
- Proven ability to align and integrate individual and team goals with overall Institute strategy.
- Flexible and be able to work outside standard business hours as required.

Application Procedure
This is a role new and important to IMI; it will be exciting and will allow considerable scope for the successful candidate to make their own. Please email cover letter and curriculum vitae to Recruitment@imi.ie or send to Recruitment, IMI, Sandyford Road, Dublin 16. Further company information is located @ www.imi.ie.

All communications regarding this role will be treated with complete confidence.

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