

Read the text below and answer Questions 22–27.

IFCES, the International Federation of Chemical Engineering Societies

Job Specification: Communications Manager

Contract: Permanent (with 3-month probationary period)

Reports to: Chief Executive

Hours: 9:15am – 5:30pm with 1 hour for lunch

Holidays: 23 days per annum + statutory public holidays

Job Summary

To raise the international profile of IFCES. To communicate our objectives, programmes and services to members, the chemical engineering community, the media and the wider public.

Key Responsibilities

- Develop and implement a programme of communications to member associations, the chemical engineering industry, sponsors and the media
- Plan and implement marketing strategies for all IFCES programmes including the World Chemical Engineering Congress
- Write and edit copy for publications intended for internal and external use including *Chemical Engineer Monthly*
- Work with design agencies, web developers and other external contractors to produce high quality corporate and marketing materials
- Research, write and distribute news releases as required, often at short notice and under pressure
- Deal with media enquiries and interview requests. Ensure that good relationships with both mainstream and chemical engineering media are developed and maintained
- Assist in the production of presentations and speeches for board members
- Ensure website content is up to date and consistent
- Develop a consistent corporate identity and ensure its application by all member associations and partner organisations
- Carry out specific duties and projects as directed from time to time

Employee Specification

Essential

- Degree (any discipline)
- Minimum 4 years' experience in a communications role
- Excellent copy writing skills with strong attention to detail, a keen sense of audience and an ability to tailor writing to its particular purpose
- Demonstrable track record of producing high quality corporate publications and marketing materials
- Excellent interpersonal and organisational skills
- Sound IT skills, including working knowledge of Microsoft Office applications
- Willingness to travel internationally

Desirable

- Recognised post-graduate qualification in public relations / journalism / marketing communications
- Knowledge of the global chemical engineering industry and the production of new materials in particular
- Understanding of the concerns surrounding sustainability in chemical engineering
- Ability to speak a foreign language