

Job Title: Digital & Content Executive

Location: Longcross – Surrey. Flexible and Hybrid working available.

Organisation: ICOMIA (International Council of Marine Industry Associations)

Job Type: Full time – with job share, part time or flexible hours considered for the ideal applicant

Reports to CEO

About ICOMIA:

ICOMIA is a leading international organisation dedicated to promoting the growth and development of the marine industry. We connect industry associations and companies worldwide, fostering collaboration and providing valuable resources and insights.

Our membership base is growing and so is their appetite to communicate with one another through the ICOMIA website and social media channels. We have a huge resource of materials available to share with our members and need to build the digital capability to allow this to happen.

Job Summary:

We are seeking a dynamic and proactive Digital Content Executive to join our team. This role is vital for boosting member engagement through the strategic management of all digital content and website usability. The ideal candidate will harness their creativity and digital expertise to enhance our online platforms, ensuring they effectively communicate our mission and serve our vibrant marine industry community.

Key Responsibilities:

- **Content Management:**
 - Develop, curate, and manage engaging content across all digital platforms, including the ICOMIA website, and social media channels.
 - Facilitate peer-to-peer content sharing by encouraging members to contribute articles, insights, and stories that highlight their experiences and expertise within the industry.

- Create and curate a library of assets, from social media to long form video and audio content and present this as compellingly as possible to our stakeholders
- **Social Media:**
 - Work with our Communications Manager to design and implement comprehensive social media strategies to increase follower engagement and grow our online community.
 - Support the monitoring of social media channels, respond to member inquiries, and engage with users to foster a strong online presence.
- **Website Usability:**
 - Conduct regular assessments of website content and usability, ensuring an optimal user experience for all visitors.
 - Support the website development strategy, creating new sites, pages and functionality for our main site and additional sites as required
 - Creation and maintenance of templates and associated CSS to ensure brand consistency
 - Monitor the functionality, aesthetics, and accessibility of the ICOMIA website.
- **Website Management**
 - Monitor the performance of current and new sites within the ICOMIA portfolio
 - Develop the functional specification and oversee the creation of new campaign specific sites and member engagement propositions – including member and user databases, API development and integrations as required.
 - To plan and oversee the development of new, or integration with existing CRM based datasets – to allow more targeted communications and personalised online experience
 - To prioritise and manage the development of all functionality on our sites to maximise the value created for our members
- **Analytics and Reporting:**
 - Track and analyse website and social media performance metrics to gauge the effectiveness of content strategies.
 - Prepare and present regular reports on engagement levels and provide actionable insights for continuous improvement.
- **Member Engagement:**
 - Develop initiatives and campaigns that promote member participation and feedback, ensuring their voices are heard within the association.

- Organise and manage webinars, online forums, and events to foster community engagement and knowledge sharing.
- **Project Management**
 - Working with the whole ICOMIA team to support the delivery of all member focused projects.

Qualifications:

- Strong understanding of website management, optimisation and usability principles.
- A strong track record of CMS management and development in a multinational and multi stakeholder environment.
- High level expertise in CMS (WordPress) platforms and GA is essential.
- Proven experience in digital content creation and management, with a strong portfolio of work.
- Proficient in social media platforms (LinkedIn, YouTube, Facebook, Instagram) and digital marketing tools.
- Excellent written and verbal communication skills, with a keen eye for detail.
- Ability to work collaboratively in a team environment and manage multiple projects simultaneously.
- An understanding of the leisure marine industry and a personal passion for time on, in or around the water would be a great advantage
- A knowledge of CRM systems and their integration into website applications, in particular within membership and training environments

What We Offer:

- A salary of £25k to £28k per year*
- Private health insurance**
- Pension contributions**
- A supportive and collaborative work environment.
- Flexible working practices – both location and hours
- An opportunity to be at the heart of our industry, connected to all of the thought leaders and pioneers
- Several overseas travel opportunities per year.
- Opportunities for professional growth and development within the marine industry.

- 21 Days of paid holiday per year, plus a paid Christmas Break (on a pro rata basis)

*Pro rata for part time or job share

**On completion of successful probationary period

Application Process:

Interested candidates are invited to submit their CV and a cover letter detailing their relevant experience and vision for enhancing member engagement through digital content. Please send your application to office@icomia.com by 31/12/2024.

ICOMIA is committed to diversity and inclusion in the workplace and encourages all qualified candidates to apply.

Thank you for your interest