



IoD Central London Ambassador Vacancy – PR / Marketing

The IoD Central London Branch (CLB) is looking for a volunteer Treasurer to join their local Ambassador community and play a vital role in the financial planning function of the IoD's London region.

Branch Ambassadors, led by the Branch Chair, make up a voluntary team of senior business leaders who support the delivery of a programme of engagement opportunities for IoD Members.

The purpose of the PR/Marketing Officer on the Central London Ambassador team is to ensure that the IoD and its policies receive the maximum favourable profile within the London region.

The objectives of the PR/Marketing Officer will be (but not limited to);

- To maximise publicity for IoD CLB events and IoD activities across diverse media channels to attract potential members
- To Support CLB Special Interest Group Leads and CLB social media on Marketing/PR strategies to ensure members are updated and engaged
- To organise an effective local response to press and other media queries initiated by CLB Members
- To keep the other CLB Ambassadors informed on PR activities and engage them to enhance the IoD CLB brand
- To ensure that PR activities are within the brand image and guidelines of the IoD

Typical activities for a PR/Marketing Officer might include;

- Ensure the CLB Ambassadors are kept abreast of PR calendar of activity and they are also engaged in proactive PR for IoD CLB
- Review the IoD CLB pages on the website and in discussions with the Special Interest Group Chairs/CLB Chair/Committee and YDF offer updates to messaging on websites in line with strategic intent and benefits to members. Coordinate these updates with the marketing/regional HQ teams who will put them into action.
- Conduct quarterly review of all branding/ PR activities being undertaken by Social media officer, SIGs, YDF, Student membership within the purview of Central London and report to the Committee and IoD effectiveness/ amends. Offer ongoing strategic support.
- Review all media channels impact and effectiveness at the end of the year and share their insights/learnings
- Obtain/share to CLB Ambassadors press cuttings and other media updates initiated by them
- To arrange for any promotional activities (e.g. local awards, visits etc) to be undertaken by the branch

- To assist the London Chair and IoD team on any matters that support their role towards IoD CLB

The successful candidate will be appropriately qualified and have a demonstrable track record in effective marketing and PR for brands in UK. They should have a well-established network with diverse media channels and evidence of recent engagement of news/ updates for their clients. They will also be a strong advocate for good governance and responsible business practices amongst Directors, with a desire to give back to the community.

Why apply to be a Branch Ambassador?

- As a PR/Marketing Officer of the Central London Branch you will be positioned as the 'go to' person for your area of expertise
- You will be entitled to discounts (T&C's apply) on certain Professional Development courses
- Your C.V will be enhanced by your Ambassador role
- You may be invited to speak at conferences and events
- Your views and opinions will be valued by the Policy Unit of the IoD
- Grow your network and develop peer to peer relationships

If you are interested in applying for this role, or have any questions please contact [Reena](#), Vice Chair for IoD Central London

For application emails please include

- A short cover letter outlining how you feel your skills and experience are aligned with the PR/Marketing role
- CV or biog

Applications invited/final selection over summer of 2019