



## JOB DESCRIPTION: PR & Engagement Manager

<b>Job Title:</b>	<b>PR &amp; Engagement Manager</b>
<b>Reporting to:</b>	<b>Head of Marketing &amp; Communications</b>
<b>Base:</b>	<b>London HQ/remote (days/times to be agreed with line manager)</b>
<b>Term:</b>	<b>Part-time (0.5 FTE)</b>
<b>Salary:</b>	<b>£35-40k per annum (pro rata)</b>

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### Background

The Institute of Marine Engineering, Science & Technology is the only membership body in the world to bring together marine professionals from all disciplines and support them in their professional development, to ensure excellence across the global marine sector. We have 50 branches worldwide and 12,000 members in 120+ countries.

You will be joining a small team of three and working with all departments to ensure that Institute activities and members of the Institute are well-represented in the media and on the IMarEST blog. You will support the Marketing & Communications team by acting as the IMarEST "press office", mediating between internal staff, members/volunteers and journalists. You will need to be proactive in finding opportunities for content (media coverage, statements, blog posts, social media messaging) and will be comfortable working independently, keeping tabs on the work being undertaken across the Institute – this includes regular engagement with our Branches and Special Interest groups (SIGs) around the world.

### Main Responsibilities

- Develop the PR and engagement strategy for the IMarEST
- Be the primary contact for all media enquiries on behalf of the IMarEST and deal with requests quickly and successfully to raise the Institute's profile
- Develop and maintain relationships with industry, national and international media including press and broadcasting professionals
- Managing the Institute blog – planning and commissioning a schedule of content, featuring staff, industry and member commentary
- Keep abreast of the technical work undertaken by the IMarEST and build close relationships with the volunteers leading on this work (for example: members of our Special Interest Groups, Branches, conference committee members and members representing the IMarEST at intergovernmental meetings), with support from the Technical and Policy Team
- Coordinate interviews between IMarEST representatives and the media



- Support volunteers to represent the IMarEST in the media by providing guidance and briefings, ensuring the integrity of the Institute’s brand is maintained at all times
- Produce press releases, news articles, blogs, social media posts and other content
- Provide a monthly report on media coverage, offering analysis and insights to inform future strategy
- Attend key industry exhibitions, conferences and press events

**PERSONAL ATTRIBUTES:**

- A natural ability to form strong relationships and be skilled in securing top-tier features and interview opportunities, and will be current with marine industry news, trends and insights worldwide.
- An excellent writer with strong oral presentation skills and experience of communicating with non-specialists and audiences from a variety of backgrounds. You will craft compelling stories for the media through your pitches.
- Strategic approach to make recommendations on proactive pieces to help position the IMarEST as the industry leader for key subject areas.
- Comfortable with the social media landscape and able to post engagingly on a variety of platforms.
- Enjoy working on a variety of projects simultaneously and will have no problem understanding complex technical information and adapting it to shape new content.
- An interest in the advancement of science, engineering and new technologies and/or the marine industry and will be curious to learn more about unfamiliar topics.
- A self-starter and enjoys taking the initiative.

**Qualifications:**

University degree - preference towards Communications, Journalism, Public Relations	Essential
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**Required knowledge, experience & skills:**

To be considered for this position, you must have, and be able to demonstrate:

In house press and/or PR agency experience of 5-10 years	Essential
Experience in a fast-paced environment with crisis management experience	Essential
Ability to communicate and gain credibility with various stakeholders	Essential
Superb writing and proofreading skills, with excellent command of the English language	Essential
Ability to prioritise and manage time effectively	Essential
A strategic thinker with a creative mindset	Essential
Proficient in Word, Excel, PowerPoint and Outlook	Essential
Confident, challenging and self-sufficient	Essential
Good team player	Essential
Proficiency in social media and other digital platforms e.g. CRM/CMS	Essential

Experience within the maritime industry - aware of latest news, trends and global insights	Desirable
Experience of working with a membership association or global institution	Desirable
Experience with media monitoring and PR evaluation	Desirable

**Additional Notes:**

- This is a part time flexible/hybrid post – working remotely and at the IMarEST HQ in London (days/times to be agreed with line manager)
- This role may involve hours which may sit outside of a standard working day
- There may be a requirement to travel within the UK and internationally as part of the role
- The post holder must be legally entitled to work in the UK
- As a term of your employment, you may from time to time be required to undertake additional or other duties as necessary to meet the needs of the Institute
- Due to the nature of the role, the candidate will need to be responsive, and adapt their working hours to meet demand