

International Egg Commission

Digital Marketing Officer

Job description (full-time)

We have a **unique and exciting opportunity for an enthusiastic individual** who is looking to expand their skills and develop a rewarding career delivering **proactive and effective communications on a global scale**.

This varied and evolving role will see you join our **dynamic team, based at our head office** within the **picturesque Shropshire countryside**.

The successful candidate will support the delivery of the IEC's global communication activities across **internal and external channels**. You will enjoy **presenting messages in a creative way** while writing for a range of mediums, including our **social media channels, newsletters, and website**.

This is an **ideal position** for someone looking to take the next step in their communications career. We will support you in **developing your knowledge and expertise** in an international environment, with great opportunities for **career growth and professional development**.

If you are a **team player** with **good organisational skills** and a **high attention to detail**, we would love to hear from you!

About the role

This **varied role** will see you perform a wide range of day-to-day activities, including:

- **Researching, writing and editing impactful copy** that can be used across a range of channels, including **website news stories, blogs, social media posts and newsletters**
- Developing a wide variety of **on-brand creative visuals** to complement written communications
- Supporting the execution of our **social media engagement strategy**, helping to find new ways to **boost reach and engagement** across different channels
- Assisting the planning and delivery of global communications which **promote World Egg Day**
- **Gathering and disseminating information internally** to ensure the team is aware of updates, news and events
- **Fact-checking and proofreading** all outgoing communication material
- Supporting the wider team where needed

Your knowledge and skills

Essential

- **Articulate, engaging and accurate communication skills**, both written and verbal, with the ability to communicate confidently and effectively with a wide variety of stakeholders
- **Excellent organisational skills**, with the ability to plan, prioritise and manage multiple tasks simultaneously to meet deadlines independently
- **Strong digital communications and IT skills**, with experience of writing content for social media channels, including Twitter, Facebook, Instagram and LinkedIn
- **Great attention to detail**, particularly regarding visual presentation, grammar, and punctuation
- **Diligent, conscientious, and reliable**

- An interest in the aims of the International Egg Commission

Desirable

- **Good news sense**, with interest in current affairs and emerging communications ideas
- Experience using **Website CMS (Wordpress)** and **Google Analytics** would be an advantage, but full training can be provided

Benefits of working at the IEC

- Holiday scale of 28-38 days (including bank holidays) depending on your role, level of overseas travel and length of service
- Opportunity to work closely with leading global entrepreneurs
- Professional development investment and growth opportunities
- Welcoming and supportive atmosphere with a talented and motivated team
- Quarterly team outings and lunches
- Flexible working hours
- Rural office base

Supervision

This position reports to the Communications Manager.

Travel

Travel opportunities may be available but are not essential to the role.

Location

The role is based at The WEO Centre, Eaton Manor, Eaton-under-Heywood, Church Stretton, Shropshire, SY6 7DH.

Salary

Starting salary of £22,000 – £26,000

Application Process

To apply, please send a full CV and covering letter detailing what you can bring to the advertised role to mary@internationalegg.com by midday on **Wednesday 4 January**, with the job title you are applying for as the subject line.

- Applications must include a covering letter (of no more than 2 sides of A4) and CV
- Recruitment for most roles will be undertaken on a rolling basis, so please submit your application as soon as possible
- Please note that incomplete applications will not be considered
- Only shortlisted candidates will be contacted
- Applicants must have the right to work in the UK

Please note we reserve the right to close this advertisement early if we receive a high volume of suitable applications.

About the International Egg Commission

Established in 1964, the International Egg Commission (IEC) is a not-for-profit organisation that represents the egg industry internationally; it has members in around 80 countries globally. Its members include national egg associations, egg farmers, egg graders and processors around the world. Part of the role of the IEC is to provide information to assist with national and international decisions and policy making. It does this through its membership, publications, and liaison with other international organisations, including; the World Organisation for Animal Health (OIE), the World Health Organization (WHO), the Consumer Goods Forum (CGF), and the United Nations' Food and Agriculture Organization (FAO).

For more information, please visit: www.internationalegg.com