

### **Design and Communications Executive – Job Description**

- Leading and designing the Institute's quarterly journal *The Accountant* and *any other Institute publications*.
- Brainstorming new concepts and creating graphic material for each marketing campaign as required.
- Leading, creating, designing, and implementing electronic communication to members and other stakeholders.
- Designing, developing, and publishing (when necessary) regular and engaging posts on social media and marketing campaigns.
- Updating and maintaining the Institute's websites and social media platforms including Facebook, LinkedIn, and Instagram including posting and creating ads.
- Preparing and designing posters, leaflets, letterheads, and other programme materials for printing via Adobe software,
- Liaising with internal and third-party stakeholders for content generation,
- Supporting coordinators in the organisation of seminars, conferences, workshops, events, and meetings,
- Coordinating internally to identify marketing related needs to attain objectives, in line with the communication strategy,
- Designing and sending emails to members informing them about the Institutes' CPE curriculum.
- Propose ideas to improve communication with members and other stakeholders,
- Maintain adequate and organised communications records,
- Maintaining and analysing communication, website, and social media analytics,
- Handling any other day-to-day tasks as required.