



## **Role Profile**

Job Title: Staff Writer

Reporting to: Editor

## **Job Purpose**

The writer is responsible for assisting the editorial team in sourcing, writing and publishing content for IBC's 365 digital content channel. The Writer will also manage the brand's newsletter platforms, tagging of content and work with the Editor to develop the brand's social channels.

## **Responsibilities**

- Source, research and create unique news and feature content for the IBC 365 Platform.
- Manage and maintain the uploading of all content, including aggregated content, to the 365 platform.
- Manage the platform's regular newsletters.
- Work with the wider editorial team (in house and contractors) to sub-edit and proof content for the platform, working with the appropriate software platforms.
- To carry out a variety of written tasks across the brand's assets, including conducting and writing up interviews.
- On occasion, to represent IBC 365 at industry events and provide reporting from various industry events.

## **Skills**

### **Essential**

- Organised, composed and able to take on a variety of responsibilities.
- Accurate and diligent proof reader.
- Strong communication skills, both internally and externally, with a view to establishing solid relationships with the market.

### **Desirable**

- Knowledge of content management systems.
- Knowledge of Adobe InDesign.

### **Person specification**

- An enthusiastic and hardworking writer and journalist with an eye for identifying the stories behind the stories, and telling them articulately, in a timely manner.
- Proactive attitude to creating thoughtful, unique content in the true spirit of journalism.
- Proactive attitude to learning about the brand and the industry in order to help define their abilities as a writer in this space.
- A team player who is will and able to go above and beyond to assist the team in fulfilling their responsibilities.
- Good sense of discipline and professionalism who can fit into a new team seamlessly.



## Key competencies

Competency	Detail
<b>Commerciality &amp; strategic agility</b>	<ul style="list-style-type: none"> <li>• Communicates and discusses financial and strategic information with confidence and clarity internally and externally.</li> <li>• Critically evaluates financial and commercial risks and opportunities, and strategic information.</li> <li>• Uses IBC and industry expertise to advise on business-case validation beyond basic ROI.</li> <li>• Effectively states, recommends and justifies a necessary change in strategic direction.</li> <li>• Relates all current and new activities/objectives/ goals/direction to the stated IBC strategy.</li> <li>• Develops and implements own business-area strategies to deliver IBC's strategic goals.</li> <li>• Ensures that own business area strategies support and are supported by the strategic direction of other business areas.</li> <li>• Allocates resources and effort according to strategic priorities – refocusing own business area on key strategies.</li> </ul>
<b>Driving results and creating solutions</b>	<ul style="list-style-type: none"> <li>• Creates an atmosphere that motivates and gains commitment from team/business area members to achieve the business strategy.</li> <li>• Acts as a role model for IBC - demonstrably 'goes the extra mile'</li> <li>• Identifies and stays focused on the delivery of key projects and priorities.</li> <li>• Eliminates unnecessary bureaucracy, striving for clarity and simplicity</li> <li>• Drives for high quality and timely decisions despite resistance and /or uncertainty.</li> <li>• Is prepared to review and discuss decisions by evaluating the merit of new information.</li> <li>• Generates commitment for decisions by involving key influencers and teams in the decision-making and problem- solving processes.</li> </ul>
<b>Leadership and managing performance</b>	<ul style="list-style-type: none"> <li>• Promotes a culture that values and rewards personal development, celebrates successes and builds enthusiasm, trust, confidence and optimism for the future</li> <li>• Focuses on the development of own and direct reports' leadership capability</li> <li>• Addresses any conflict in a timely and sensitive manner, focusing on outcomes in line with client and business objectives</li> <li>• Identifies development and capability needs and trends across own business area and successfully implements appropriate solutions.</li> </ul>
<b>Collaboration and inspiring change</b>	<ul style="list-style-type: none"> <li>• Takes responsibility and supports others to generate and build a broad base of support amongst key influencers to enhance delivery to clients</li> <li>• Proactively shares key knowledge and learning, and builds agreement amongst others</li> <li>• Identifies and breaks down organisational barriers to effective team working and cross-business-area collaboration to support the achievement of strategic goals</li> <li>• Develops structures, processes and reward mechanisms that encourage a 'one team' attitude and behaviour.</li> </ul>
<b>Client focus and communication</b>	<ul style="list-style-type: none"> <li>• Actively encourages others to question and improve existing processes in line with client needs on an ongoing basis</li> <li>• Focuses people to proactively identify and deliver improvements in the level of service to internal and external clients</li> </ul>



	<ul style="list-style-type: none"><li>• Identifies, implements and reviews changes to business processes or direction in order to ensure service excellence and deliver value in line with company strategy</li><li>• Conveys personal conviction and enthusiasm for ideas and proposals.</li><li>• Presents effectively to internal and/or external senior clients aiming to influence - clear, concise, confident.</li><li>• Ensures that messages and important information are understood throughout the business.</li></ul>
<b>Applying expertise, awareness and innovation</b>	<ul style="list-style-type: none"><li>• Seeks and introduces perspectives of new-market and business best practice to team and/or peers/manager.</li><li>• Supports experimentation and prudent risk-taking to promote effective change and/or innovation.</li><li>• Identifies and removes barriers to change and/or new ideas/ continual improvement.</li><li>• Identifies and addresses the impact of change on own business area and provides support to other areas during change.</li><li>• Anticipates market reactions to IBC's strategy within own area.</li><li>• Ensures that own business area maintains a high level of awareness of significant developments in IBC's sector and business environment.</li><li>• Reacts quickly and effectively to market changes.</li></ul>

Created: December 2016