

Institution of Agricultural Engineers - Digital Content & Events Coordinator (0.4 FTE)

Job Description

The Digital Content & Events Coordinator is a key role within the Institution of Agricultural Engineers (IAgrE) and will have primary responsibility for managing and developing all digital media communications. The role will increase the profile and visibility of IAgrE, promote member activities and strengthen engagement with industry, academia, policymakers and the wider agricultural and land-based community through effective digital content.

Content generation is likely to come from sources such as the Landwards journal, newsletters, conferences, events, member activity, topical news, press releases, and government policy. Content ideas, themes and direction will also come internally from the IAgrE Secretariat, the Trustees and Advisory Council.

In addition, the Digital Content & Events Coordinator will provide a supporting role in the coordination of both in-person and online events, such as the annual conferences, specialist workshops and seminars. Longer term there is scope for the postholder to assume greater responsibility in this area.

The Digital Content & Events Coordinator's main roles include:

- Compile, edit and release all social media content, primarily LinkedIn and YouTube, but will also include Instagram, Facebook, etc. as deemed appropriate.
- Upload and maintain website content, including new material, features, pictures, events, etc. Liaise with the web design team as necessary to facilitate content development.
- Liaise with local branches, committees and special interest groups to source and repurpose content for digital channels and to promote events across IAgrE's communication platforms.
- Undertake horizon scanning across sectors relevant to IAgrE and develop into suitable digital content.
- Support the coordination of the annual conference, specialist workshops, seminars, and awards ceremonies, which will be a mixture of both in-person and online.

Key Duties and Responsibilities:

Digital Media

Create, edit and publish engaging digital content across the IAgrE website and social media channels, including posts, blogs, vlogs, podcasts, email campaigns and general advertising of institution and member activities.

Manage social media channels, including planning and scheduling content to align with institution activity, supporting both internal and external campaigns and events.

Develop and maintain a monthly digital content plan aligned with IAgrE priorities, events, publications, policy developments and member activities.

Ensure all digital communications reflect IAgrE's brand, values and professional standards.

Build productive relationships with commercial, academic and practitioner members to develop digital content that benefits the membership and raises the profile of IAgrE among key stakeholders.

Engage with relevant sector press and bodies to develop content around key themes and topics.

Produce and update website content, including uploading podcasts / videos, adding events, vacancies and any other new materials to benefit members.

Monitor and report on engagement metrics, audience growth, website traffic and member interaction, making recommendations to improve reach, engagement and visibility.

Events Support and Coordination

Support the coordination of the annual conference, including arranging venue / facilities, liaising with speakers, planning communications, sponsorship, event webpages, bookings, etc.

Support the coordination of the awards ceremony, including planning, organising and advertising of the event.

Support the coordination of regular special interest activities, including *Lunchtime Lectures* and *Podcasts*, by publicising events and uploading related content to IAgrE's digital channels. Liaise with the Landwards Editor regarding content to be featured.

Undertake follow-up activity to generate and repurpose content for IAgrE's digital media channels.

Other Duties

Undertake such other duties as may reasonably be required to support the effective operation of IAgrE, including proof-reading publications, developing marketing materials and supporting the wider activities of the Secretariat.