

Overview

The digital content & development Director supports the Chapter by managing and maintaining the means of communications, such as the Chapter newsletter, LinkedIn and the website. They create new content in the form of messaging, interviews, webinars etc

Key Relationships

- Chapter Executive Committee (Chair, VC, Treasurer, Secretary)
- All UK Board Members
- Chapter 208 Secretariat
- ASIS International Volunteer Engagement Leadership
- Sponsors
- Media Partners

Role Breakdown

- Attend all Board Meetings
- Stay informed of the latest policy issues affecting the security industry nationally and internationally
- Attend New Member meetings and represent the Chapter at external events as appropriate
- Creates, manages and edits the content of all chapter messaging to members. Liaising with Chapter Secretary on content of messages via eNews, LinkedIn, website and other mediums as appropriate, to ensure fair and equitable coverage, in line with our commitments to third parties.
- Avoids over messaging members and ensures impartiality with not overt selling messages.
- Ensures articles and news regarding Chapter activities are current, accurate and widely distributed to third parties.
- Liaises with ASIS HQ & Europe for regular news on their events and feature as appropriate.
- Co-ordinates pre and post event promotions for the 4 main seminars per year, with clear messaging and calls to action, for example:
 - Save the date
 - Venue Speaker announcement(s)
 - Full speaker line up
 - Tease content, etc.
 - Post event follow up, report, recording link, etc.
- As above for all Chapter events and webinars including YP, WiS and Education events
- Website management:
 - In conjunction with the Chapter Secretary, creates and updates content for the Chapter website. Ensuring it is updated regularly to provide relevant

- information to the membership. Including regular updates from Chapter leads, ED&I, Next Gen, Education, etc.
- Ensures up to date inclusion of sponsors and 3rd party partners logos and event messages
- Develops templates for all Chapter groups to use for slide presentations, news articles, event invitations, event programmes, etc. Ensures consistency across the Chapter

Post Holders Desired Attributes

- Commercial Communications skills and experience
- Marketing skills and experience
- Strong written and verbal communications abilities
- Administrative skills
- Supportive team player
- Knowledge of business legislation, including GDPR
- Confidential
- Reliable
- Available time commitment of approximately 6 hours per week
- Applicants should be digitally confident, with experience in Canva, Google Workspace, and web content management systems preferred. If you don't yet have these skills, a genuine willingness to learn them is essential.

This job description is not exhaustive and the post holder needs to be flexible to meet the needs of the Chapter.