



Get It Right Initiative

**Working Together
to Eliminate Error**

www.getitright.uk.com

in @GIRI t @GIRI_UK

Get It Right Initiative Communications and Administrative Manager

About GIRI

The Get It Right Initiative (GIRI) is a non-for-profit organisation dedicated to improving productivity and quality in the UK construction industry, with the singular aim to eliminate avoidable error and its associated consequences. GIRI has adopted a multi-disciplinary approach by connecting businesses to raise awareness across the sector. GIRI's focus is on changing culture and attitudes about error, as well as improving knowledge, decision-making and planning skills. Members include clients, consultants, contractors, regulators, educators, professional institutions and trade bodies who are working together to eliminate error and improve the UK Construction industry.

Background

Having launched in July 2017, GIRI now has 45 members that include clients, consultants, contractors, regulators, educators, professional institutions and trade bodies who are working together to steer the agenda and improve the UK Construction industry.

Job description: Communications Manager

Communications Manager Role

Reporting to GIRI's Executive Director, and the GIRI Board, the Communications Manager is responsible for the management of communications across all The Get It Right Initiative activity including: Online platforms - website, Twitter and LinkedIn; Events hosted by, or participated in; Publications and Specific projects e.g. CITB.

Management of communications includes: clear and consistent delivery across all platforms; creation of content (when required); planning and logistics of events and publications; and the up-keep and improvement of communication platforms.

The role would be based at the person's home. As is set out below it is anticipated that the Communications Manager would attend meetings generally in the London area between eight to ten times a year. These meetings would be Members' Meetings, Board Meetings and occasional public events such as Future Build

Key Role requirements:

Strategy & Programme

- Communications plan (ideally with targets) to align with 'Strategy for Change' objectives
- Content programme to ensure GIRI communications mirror activity
- Quarterly reports to update on activity, in line with targets
- GIRI 'Eyes and Ears' - review industry media for relevant stories
- Agreeing and then management of the communications budget

Communication co-ordination

- Regular dialogue with Executive Director – in person, via conference call and email
- Report to board and attend board meetings and Members' meetings All meetings are held in London. There are normally eight meetings in total per year.
- GIRI partner relationship/s e.g. support CITB / Training teams with comms requirements
- Co-ordinate with GIRI Member representatives and internal communications teams
- Presence at relevant GIRI events and member meetings (Two per quarter)

Content delivery

- Creation of articulate written and visual content for website, social media etc.
- Design and delivery of simple GIRI Collateral e.g. members 'flysheet', PPT presentations
- Propose content/format/scope for future communications e.g. GIRI talking heads film
- Develop design briefs, and manage the delivery of designed collateral e.g. Design Guide
- Co-ordinate with GIRI Admin for relevant emails to members / partners / database

Website

- Overview and regular (weekly) management of GIRI website content
- Creation and up-load of text and image in line with GIRI activity to include:
 - Member logos updated - add logos and URL links
 - News stories written and added e.g. new member joining
 - Research, get approval and upload relevant industry articles: e.g. ASQ article
 - Events: Add upcoming events with all information and remove completed events
 - Homepage – create banner images, add text and links to relevant sections
 - Trouble shooting web issues e.g. manage functionality changes with web programmer
 - Keeping Website up to date with News, links to other resources
 - Responding to Website enquiries

Social media:

- Develop social media plan in line with GIRI activity
- Co-ordinate and action message distribution via Twitter and LinkedIn
- Maintain GIRI LinkedIn group – add relevant people and trigger conversations
- Creation and distribution of media pack for member / partner organisations

Events / Speaker Opportunities

- Research / enquire about relevant events to attend, and possible speaker opportunities
- Manage logistics / communications / collateral required for all events
- Event publicization (tbc agreement with event partner) emails / news / social media / press
- Aligning GIRI PPT presentations with event branding
- Presence in person at events (when relevant. On Average two per year), and necessary networking / connections
- Webinars – develop themes, support management and participate
- Post event write up / documentation

Specific projects: CITB

- Ensure GIRI communications in line with CITB training schemes activity

- Follow & share related social media from training partners e.g. Think Up
- Liaise with CITB for press opportunities and stories
- Respond to requests from involved GIRI partners / members e.g. Berkeley, Ingenuity
- Support creation of training collateral - work sheets, diagrams etc.

Press & PR:

- (Ideal scenario) manage PR company if and when one is appointed
- Write, obtain quotes and approval of all press releases
- Maintain GIRI press contact database
- Circulate press releases via email to GIRI list of press contacts
- Follow up on leads with images and further info
- Circulate articles achieved via GIRI website

Additional Administrative Role which could be combined with the Communications Manager Role

General administration

General administration dealing with questions relating to Membership, contacts and events. Liaising with the Executive Director, the Board the Accountant and other third party suppliers who we buy in for assistance.

Organise Members' Meetings both physical arrangements and agenda etc (3 per annum)

Organise Annual Meeting

Organise Board Meetings

Organising Working Groups and their meetings

General Notices to members

Engage in Development of management of Training Role out

Membership Administration

Keeping Database up to date

Administer Subscription Renewals and liaise with the Company Accountant

Chase Payments and acknowledge receipt

Terms of Appointment and Working Days

This would be a freelance appointment payable on a days worked basis



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Daily Rate –to be discussed

No of days to be worked as Communications Manager per month- Five

No of days to be worked as Administration Manager per month- Three

Total Number of days for combined role per month-Eight