



THE INSTITUTE OF CONSERVATION

Job description - Communications & Events Officer

Job title:	Communications & Events Officer
Salary:	c.£28,000 (pro rata)
Contract:	Permanent
Hours:	35 hours per week (part-time/flexible working considered)
Location:	Hybrid (London office and remote)
Annual leave:	25 days per annum (pro rata) + 3 days Christmas closure

About Icon

Icon, the Institute of Conservation, is a charity and professional membership organisation dedicated to safeguarding cultural heritage and championing the value of conservation.

Icon's vision is to protect, preserve and promote our treasured cultural heritage through cultivating skilled conservation professionals, supporting meaningful collaboration across the cultural heritage sector, and delivering public benefit through engagement and advocacy.

Icon's mission is to represent and support the practice and profession of conservation by promoting the public value of caring for cultural heritage and upholding high standards and ethics in conservation practice.

Icon ensures that the guardians and owners of objects, buildings and collections can access knowledgeable and passionate professionals who will help them safeguard the physical remains of our past for the future.

With a membership of almost 2,500 individuals and organisations, Icon brings together conservators working in all disciplines as well as conservation scientists, educators and many others with an interest in conservation. Icon's membership takes an active part in the running of the organisation and the delivery of services to members. Icon has 24 specialist interest groups each of which runs an active programme of lectures, training and social events for members.

About the role

Icon's Communications & Events Officer will be responsible for the organisation's communications to stakeholders and the wider public and will actively support the annual Icon Events Programme.

Through a range of communications - social, digital, and traditional - you will ensure Icon's profile and reach is improved both within the cultural heritage sector and beyond. Working closely with Icon's Membership Officer and Business & Projects Officer, you will ensure aligned communications maximise engagement across all audiences and help achieve financially successful initiatives and campaigns. The role will support media activity for the charity, ensuring both proactive and reactive strands reflect the mood of the conservation sector and contribute to the wider heritage conversation.

You will support key colleagues with the delivery of Icon's core annual events programme, which includes Icon's Conference, Annual Lecture, AGM, and Members' Meeting and will bring your creativity, experience and eye for detail to underpin successful delivery.

Icon's office is in Farringdon, London, where this role is based. Icon operates a hybrid working policy with staff based in the office a minimum of two days per week, and the remainder worked remotely. The post-holder will report to the Chief Executive.

Specific duties:

- Work collaboratively with the wider Icon Team to produce and deliver excellent communications across all relevant media.
- Lead on management of Icon's website, creating and coordinating content, ensuring the site fulfils its role as a lead communication asset for the organisation. Support colleagues and volunteers in producing online content that is compelling and on brand.
- Oversee communications via Icon's social media channels, including LinkedIn, Instagram, and Facebook, ensuring that the organisation's voice is consistent, and contributes to growing an engaged following.
- Support membership marketing of membership, through awareness, profile raising and lead-generation. Effectively analyse data to ensure communications are targeted and increasingly effective.
- Stakeholder management.
- Produce content for the monthly Icon Newsletter and a range of reports, including the annual Impact Report and sector research reports, ensuring an excellent standard of editorial and design.
- Support the development and delivery of Icon's biennial Conference, and other core Icon events including the Annual Lecture, AGM, Annual ACR Conference and Members' Meeting.
- Ensure delivery of the communications required to support and promote successful events.
- Coordinate Icon's presence at partner and sector events, ensuring a visible presence and effective contribution is achieved. Support Icon's CEO with wider stakeholder engagement activity.
- Act as a regular point of contact for Icon's contracted publishing company, supporting content planning for the quarterly members' magazine, coordination of advertising and tracking of revenue, and ensuring the sector jobs alerts are effective and engaging.
- Support the Icon/Marsh Conservation Awards and ensure growing recognition of the conservation profession.

- Develop, support and co-ordinate the work of members, volunteers and wider sector professionals to commission content for Icon publications and communications.
- Contribute positively to the development and delivery of Icon's programmes in line with strategic objectives.
- Any other responsibilities that may be reasonably requested by the Chief Executive.

Person Specification	
Training, experience and qualifications	
<p>Essential:</p> <ul style="list-style-type: none"> • Experience of delivering organisational communications, both digital and traditional. • Experience of managing social media accounts and using analytics insights to inform content strategy • Experience of copywriting and editorial input for organisational comms. • Experience of supporting events delivery, including via partnerships and collaborative working. 	<p>Desirable:</p> <ul style="list-style-type: none"> • A qualification in communications or events management. • Experience of working for a charity or non-profit organisation. • Experience of working for a professional body or membership organisation. • Experience of working with volunteers.
Knowledge and skills	
<p>Essential:</p> <ul style="list-style-type: none"> • Excellent copywriting skills • Excellent communication skills • Comprehensive knowledge of communications. • A thorough understanding of events planning and production. • Well-developed administrative, IT and data management and analysis skills. 	<p>Desirable:</p> <ul style="list-style-type: none"> • Knowledge of the conservation and/or arts and heritage sector. • Understanding of the conservation profession. • Project management skills.
Other	
<p>Essential:</p> <ul style="list-style-type: none"> • Ability support colleagues, members and volunteers and work in a collaborative way. • Willing to travel to attend Icon events and sector functions. • A passion for heritage, museums and the cultural sector's work to engage wider audiences. 	<p>Desirable:</p> <ul style="list-style-type: none"> • Ability to work with diverse stakeholders (internal and external)

To apply: Please visit [Icon's website](#) to download the application form for this role. If there are any reasonable adjustments we can make to support your application for this post, please email recruitment@icon.org.uk

Application Deadline: Monday 4 March, 5pm.

Professional Development: As an organisation committed to championing conservation and supporting the careers of our conservator and heritage professional members, we are equally committed to supporting Icon staff with continuing professional development through both access to Icon training opportunities and external development opportunities.

There is the opportunity for this role to undertake the Level 4 Apprenticeship in Public Relations and Communications, should this fit with the appointed candidate's career development goals.

Equality, Diversity and Inclusion: Being inclusive is one of our core values. As an organisation Icon values diversity and recognises that the broad range of backgrounds, experiences, views, beliefs and cultures represented within our staff, trustees and membership greatly enhances our organisation. Icon is therefore committed to supporting, developing and promoting equality, diversity and inclusion in all its activities. We aim to ensure that opportunities are open to all those who are passionate about caring for heritage.