

THE IARS INTERNATIONAL INSTITUTE

Membership and Communications Associate

About us

The [IARS International Institute](#) has a mission to give everyone a chance to forge a safer, fairer and more inclusive society. We achieve our charitable aims by producing evidence-based solutions to current social problems, sharing best practice and by supporting young people and the community to shape decision making. We are recognised as a leader in creating new knowledge and forming public and expert opinion.

- *By empowering marginalised individuals* of our society through accredited training, educational programmes, mentoring and one-to-one support;
- *By acting as an international network of NGOs* bringing together people and ideas to share best practice and engage in debates on current social problems
- *By carrying out [action research](#) and [evaluation](#)* that is independent, credible, peer-reviewed, user-led, focused and current
- *By supporting individuals and grass roots organisations* to carry out their own initiatives to shape decision-making and society, and by helping them to [maximise their social impact](#)
- *By being an authoritative, independent and evidence-based voice* on current social policy matters.

Led by its founder and Director, Professor [Dr. Theo Gavrielides](#) and staffed with a dedicated team of [experts, interns and volunteers](#), the IARS International Institute is known for its user-led robust, independent, evidence-based approach to solving current social problems. We are acknowledged internationally for our expertise in justice, equality and youth, and have delivered [projects](#) in areas such as restorative justice, rehabilitation, human rights and inclusion, citizenship, public services and user-led research/ evaluation.

IARS is guided by its [three founding values](#).

The IARS Associate Scheme

In July 2018, we launched a new Membership Plan which invites our [Platinum Members](#) to join our [Associates Scheme](#) in order to enable us to develop close relationships with like-minded individuals who are able to provide services to IARS on a consultancy basis. Applicants will need to be IARS members or commit to joining IARS.

Who we are looking for

We are looking for an ambitious and creative consultant with experience in devising and delivering marketing and communication plans for organisations and projects. This is a key role that will work directly with the Director to promote IARS as an organisation, its membership scheme as well as its work and projects at local, national and international levels.



The Role, the application process and our offer

The post is offered on a consultancy basis via our [Associates' Scheme](#). To apply follow [this link](#)
Our offer includes:

- 6 month consultancy contract that is renewable and extendable depending on funding
- £90 per day for 2 days (14 hours) per week
- CPD accredited online and face-to-face training
- Opportunities to travel abroad, and across the UK
- Work directly with IARS' Founder [Professor Gavrielides](#)

The hours can be worked remotely and flexibly during the week, but we would like our Associate to spend at least 2 days per month at our office in central London. Travel, subsistence and other expenses will be covered separately and with advance agreement with IARS.

The post holder will report directly to Dr. Theo Gavrielides delivering work in four key areas: (1) IARS Membership Scheme (2) Marketing (3) Communications (4) [99% Campaign](#) and [EURODESK](#).

IARS Membership Management

- Lead on the development and delivery of the IARS Membership Strategy and Associates Scheme.
- Analyse membership recruitment and retention statistics and develop and maintain effective membership processes;
- Analyse membership profiles, making and implementing recommendations to strengthen our offer to Silver, Gold and Platinum members;
- Manage the delivery of member communications, potentially including an annual journal and member newsletters;
- Manage compliance with data protection law.

Communications Management

- Devise a communications strategy and implementing it through an annual workplan
- To be responsible for the overall management and updating of the IARS website www.iars.org.uk
- Be responsible for IARS' social media accounts (Tweeter, LinkedIn, Facebook, YouTube, Flickr, Google+), websites, newsletters and other means of external communication.
- Report monthly on their delivery and devise plans for their further development.
- Together with the Director, represent the organisation at events and the media.
- Coordinating the appearance of all IARS' print and electronic materials (such as letterhead, use of logo, brochures), making sure that both internally and externally the organisation looks professional.
- Draft Press Releases and liaise with journalists and the media in circulating them to the wider public and specific audiences such as policy makers and other decision makers.
- To research new online social media services and software and advise IARS on how to use it.
- To develop and maintain a database of media and stakeholders contacts and work with the Office Administrator to keep it up to date.
- To support the communication needs of IARS' projects



Marketing

- To market and sell IARS' publications, events, CPD online trainings and services to new and existing audiences using a variety of means including online social media, emails, brochures, and telephone.
- To be responsible for the production, design and commissioning of marketing material promoting IARS work and services such as banners, fliers, brochures, business cards and videos.
- To update and edit IARS' marketing materials, including brochures, annual reports, business cards etc.
- To be responsible for the promotions and sales of IARS online bookstore, and with the Office Administrator record sales and report on progress.
- To be the lead person for the marketing of IARS' Annual Conferences including the sales of its tickets.

99% Campaign and EURODESK

- To lead on the development and delivery of the youth-led 99% Campaign
- To support the 99% young campaigners to keep the 99% Campaign website, social media accounts and [Magazine](#) up to date
- To lead on the delivery of our EURODESK UK communication activities.

Other

- To undertake all tasks respecting IARS Equality and Diversity Policy as well as its founding values
- To comply with the IARS
- To attend and participate in internal IARS meetings including staff meetings
- To work co-operatively with other IARS staff and Board members
- To attend relevant training in order to fulfil the requirements of the job
- To co-operate in the formulation of and development of systems for monitoring and evaluating the work of IARS
- To treat with confidentiality any information about IARS members, users, staff and research that could be deemed as personal, private or sensitive
- To undertake any other reasonable duties as required by the Director