

Role Description

Brand Journalist, CIGRE Central Office, Paris

Designation: Brand Journalist

Accountable: To the CIGRE Secretary General

Status: Freelance contract

1. Broad role requirements

The candidate

The CIGRE brand journalist is a new addition to CIGRE's communications team. The role is suited to a freelance professional who is self-motivated and capable of working independently, in a proactive way.

Primary activities

The Brand Journalist's primary role is the provision of articles, abstracts and new media posts that cover the various technical activities of the global CIGRE community.

The community regularly releases world leading relevant publications and technical brochures. The presentation of summaries of this in depth content in an easily readable and appealing, while still technically accurate format is crucial. The Brand Journalist will proactively seek out this content via key interfaces across the CIGRE publication process, leadership, editorial board and community.

Location

CIGRE's Central Office is in Paris France, however many of its key people and the community generally are spread across the world.

It is advantageous to be located in Paris France, but this is not a prerequisite. Either way, remote video-based conferencing is a key activity and the successful candidate will be able to attend video and face to face meetings with stakeholders and conduct interviews for content creation.

Demonstrated personal qualities:

- Able to work independently
- Proactive
- Engaging
- Collaborative
- Team oriented
- Comfortable with technical complexity
- Professional
- Accurate.

Demonstrated capabilities and experience:

- A journalistic/professional writing qualification and background
- French and English fluency
- Ability to write quickly and accurately, to deadline and to a journalistic standard
- Ideally a power system engineering specific background, but at least conversancy and familiarity with complex technical issues and the ability to simplify and present these in an easy to read, appealing way

- Knowledge and confidence with application of new multimedia (video, photos, social media) to communications.

2. Detailed role scope

General

- Proactively engage with the CIGRE community, thereby staying well informed about the activities of CIGRE's study committees and wider community
- Promote global awareness of the work and outcomes achieved by the CIGRE community via CIGRE's communications channels and appropriate third party media
- Create and maintain a CIGRE 'newsroom' approach and culture
- Work within CIGRE's defined strategy and agreed annual calendar and contribute to the wider CIGRE team's refinement and evolution of that strategy.

Key stakeholder relationships

Due to CIGRE's dispersed nature the brand journalist will interface with a number of different stakeholder groups. The key groups are:

- CIGRE Electra Editorial board
- CIGRE Leadership – President, Secretary General
- Study Committee Chairs and Technical Council.
- The 60 National Committees of CIGRE.

At times the Brand Journalist will interface with National Committees around specific technical activities and newsworthy events in their locale. This is important to ensure that the geographic and cultural diversity of CIGRE is sufficiently represented in CIGRE communications. This diversity is a unique attribute and differentiator for CIGRE and growing its input within CIGRE communications is strategic to the organisation.

Operational relationships

Central Office Communications team

This includes several channel managers who look after CIGRE's website, email newsletter, publications and social media assets. The Brand Journalist will play a key role in providing CIGRE news content for these channels, especially the repurposing of content appropriate to each channel.

Contracted Editor

CIGRE contracts a professional Editor to quality assure communications. Unlike the Brand Journalist, the Editor is generally reactive and supportive to materials provided by the CIGRE community for refinement and polishing. The Editor has an interface with similar stakeholders as the Brand Journalist and also a team orientated collaborative relationship is important.

Brand and communications consultant

CIGRE contracts an external consultant to provide leadership around brand and communications strategy. When required the Brand Journalist will liaise with this consultant around briefs and strategy for specific communications campaigns, where content is to be originated by the Brand Journalist.

Media

As a leading global technical organisation CIGRE partners with a number of specialist industry media organisations. The Brand Journalist should foster relationships within the

context of CIGRE's neutral position with these parties and, where possible, maximise coverage of CIGRE's activities.

Specific activities

- Proactively interview members of the CIGRE community (source authors), on an ongoing basis, to identify key information in a story and articulate it in a simple, easy to read and appealing way, creating:
 - Short regular news articles
 - Content for social channels
 - Communications campaign content
 - Testimonials and case studies.
- Interact with the Editorial Board to translate raw content in to complete written articles for calendar specific activities, such as the Future Connections newsletter.
- Repurpose content for use in social or other new media channels.
- Read and monitor CIGRE publications, technical working groups and events. Attend and cover major events, including online events.
- Review work CIGRE has already completed and highlight where it is relevant to a current key industry issue.
- Assist with the production of items such as reference papers and global briefs.
- Suggest alterations and refinements to CIGRE's communication channel strategy, particularly best practice around new media channels such as LinkedIn.
- Based on briefings from CIGRE's brand and communications advisors and Task Force, undertake project specific activities including production of topic specific materials for campaigns.

Induction

The successful candidate will be inducted into the CIGRE communications calendar, technical activities and communications strategy.

A documented outline of all website and communications channels and their roles, as well as the terms of reference for the various stakeholder groups, will be provided. The Brand Journalist is expected to work within this framework but contribute to its refinement in collaboration with key stakeholder and operational parties.