



# INCOSE UK Communications Director

## Overview of Position

The INCOSE UK Communications director is an elected position with a three-year term. The Communications Director is a voting position on the INCOSE UK Council, and focuses on the effective positioning and promotion of INCOSE UK, its products, and services using a variety of communication methods.

The role is essentially a support role, and as such works with the INCOSE UK Council to ensure that information is disseminated via appropriate channels to support the work of the Chapter.

The options for communication channels are ever changing and the Communications Director has to make decisions on which channels can be effectively supported for the benefit of the members and the wider goals of the Chapter.

Many of the time-consuming aspects of the role are well supported by Dot-The-Eye, leaving the Communications Director with the setting of direction and providing technical content guidance. There is scope to make long term improvements to the public face of INCOSE UK with personal effort and by putting a business case forward for a funded project.

Attendance at events is desirable, but not mandatory. The many stakeholders have conflicting requirements for the execution of the role. Listening to the wider membership is an important part of the role, at events and through social media channels.

## Responsibilities

- Support the INCOSE UK Council in making decisions regarding the running of the Chapter
- Work with Dot-the-Eye to Publish Preview and ePreview magazines through the year
- Maintain social media channels, including LinkedIn group, Twitter account, and blog
- Direct the content of the INCOSE UK website
- Take advice from the INCOSE UK Advisory Board
- Conduct and analyse member surveys
- Oversight of all communications to members
- Lead communications team
- Creation of reusable assets to support communication to members and non-members
- Responsible for INCOSE UK image and branding



- Support activities of other Council members, UKAB and INCOSE UK Groups by effectively communicating events and opportunities to members
- Ensuring consistent messaging, which is aligned to the INCOSE UK Mission and Vision

## Authority

- Voting Member of the Council

## Accountability

- As stipulated in INCOSE UK Bylaws and policies
- Compliance with directives on conflict of interest and all policies and procedures of the organisation
- Accountable for discharge of the above responsibilities, and achievement of the objectives, under the direction of the Council.

## Benefits

The Communications Director meets with the INCOSE UK Council to set the direction of INCOSE UK. As a part of the Chapter Leadership, the holder of this role also has the opportunity to engage at the INCOSE International level. The Communications Director is also expected to engage with members, to find out what their requirements are of INCOSE UK. This gives good insight into themes of interest in the Systems Engineering profession.

Engaging with stakeholders will broaden the professional networks of the Communications Director, with benefit to both the individual and their employer.

From a personal development perspective, it offers the opportunity to grow in the areas of marketing and communication, and is a leadership position.

## Commitment

The role of Communications Director will expand to fit almost any level of effort offered. Minimum annual commitment levels are:

- Attendance of UK Council meetings: 4 days
- Attendance of UK Council / UKAB joint meetings: 2 days
- Planning and preparation for Preview: 6 days
- Annual Survey: 3 days
- Actions from and preparation for meetings: 12 days



This, with the exception of the meetings would normally be spread through the year, with no need for the time to be spent in whole days. It is desirable to spend some time every week looking at the social channels, and other activities require small amounts of effort on a regular basis. The numbers above are a minimum commitment level to achieve caretaker performance.