

## Communications Manager, Corporate Affairs

Reporting to: Head of Communications  
Salary: £50,00-55,000  
Date: May 2025

### About the Investment Association

“At the IA, we are committed to serving our members, embracing new ideas and striving for excellence. We are inclusive, considerate and act with integrity in all we do.”

The IA champions the UK investment management industry, supporting savers, investors and businesses in the UK, across Europe, and around the world. Our members manage £10 trillion of assets.

Our mission is to make investment better. Better for clients, so they achieve their financial goals. Better for companies, so they get the capital they need to grow. And better for the economy and society, so everyone prospers.

The money our members manage is in a wide variety of investment vehicles including authorised investment funds, pension funds and stocks and shares ISAs. 75% of UK households now use the services of our members.

The IA seeks to be a world-class, values-driven trade association committed to being at the forefront of industry innovation, supporting members’ businesses, by delivering a positive policy and business environment for firms.

### Overview of the role

We are looking for a Communications Manager to promote the role of investment management industry by developing and delivering a high-profile and effective media relations programme.

The Communications team, which also includes the Head of Communications, works closely with the Chair, CEO and Executive team within the IA and interacts daily with member firms, journalists and other trade bodies at all levels. The team advocates on behalf of the IA and the industry and is charged with protecting and enhancing the reputation of both the IA and the industry we represent. Our colleagues and our member firms look to us to provide expert and timely advice on developments across our stakeholder groups as well as how to best interact and influence those stakeholders.



This role reports to the Head of Communications and sits within the IA's Corporate Affairs team (which includes the UK government affairs team, the EU & International team as well as the communications team).

### **Main duties**

- Effectively manage the day-to-day press office function, including handling press enquiries from trade and national journalists.
- Alongside the Head of Communications, set and execute a proactive media and communications strategy to deliver impactful campaigns.
- Create high-quality written content including: press releases, op-eds, social media posts, blogs and newsletter content.
- Manage the IA's social media content calendar for LinkedIn and Instagram.
- Build and maintain networks across the media and communications community (member firms, trade bodies, and government departments) to provide insight and expert advice on communications matters.
- Provide strategic advice to the IA's Executive team, including briefings for broadcast and print interviews.

### **Skills and Attributes**

- Experience of generating proactive media stories delivering widespread media coverage, as well as the ability to handle challenging stories.
- Experience of driving engagement on social media, in particular on Instagram and LinkedIn.
- Experience in a communications and media relations role in the financial services industry - investment management or other FS related sector.
- Ability to take complex regulatory detail and communicate it to a wider audience.
- First class written and verbal communications skills.
- Strong organisational and project management skills.
- Confident in dealing with a variety of stakeholders.

We welcome applications from all qualified candidates regardless of their ethnicity, race, gender, religious beliefs, sexual orientation, age, marital status or whether or not they have a disability.