

Title	Marketing and Communications Officer
Reports to	Director of Marketing and Communications
Working Hours	35 hours per week
Salary	£26,500 pa
Working Location	Science Council head office in Farringdon, with some UK travel
Resources Managed	<p>£7,500 expenditure budget for Registrant Champion programme</p> <p>Relationships with external suppliers including design, web development and SEO agencies.</p> <p>Target of 1,000 registrants through promotional channels managed</p>
Reporting to	Director of Marketing and Communications
Background	<p>The Science Council sets the standards for practising scientists, through professional registration.</p> <p>We believe that every scientist has a responsibility to society, and themselves, to work with integrity, keep their skills and knowledge up to date and consider how their efforts affect the world around them.</p> <p>The Science Council is a membership organisation for professional bodies across the disciplines of science. We licence professional bodies to award one or more of the Science Council Registers to their members: Registered Science Technician (RSciTech), Registered Scientist (Sic), Chartered Scientist (CSci) and Chartered Science Teacher (CSciTeach).</p> <p>The Science Council works with companies and organisations that employ or engage with practising scientists and science technicians. The companies are encouraged to sign up to our Employer Champion programme, through which they commit to promoting and embedding professional registration among their staff, as well as providing an environment in which registrants can meet their continuing professional development standards and adhere to their codes of conduct.</p> <p>The post holder is expected to develop and deliver our digital and social media platforms and will be responsible for content management, development planning for the website, to promote registration through relevant and compelling online content.</p> <p>They will ensure the Science Council has an engaging, appropriate and growing profile on digital and social media channels.</p> <p>The post holder also supports offline marketing and communications activity as required, which may include delivering direct marketing campaigns, representing the Science Council at events and supporting promotional activity by Employer Champions, licensed professional bodies and other partner organisations.</p>

	<p>They will lead the Registrant Champion volunteer programme, which harnesses our existing registrant network to promote professional registration.</p>
<p>Responsibilities</p>	<ul style="list-style-type: none"> <li>• Manage and develop Science Council day to day social media activity and online profile</li> <li>• Manage and develop the Science Council digital marketing activity and promotion</li> <li>• Coordinate the team that prepares, researches and sources content for web, social media and other marketing collateral</li> <li>• Undertake research into the marketplace as needed</li> <li>• Assist in the organisation of events, providing support for seminars, exhibitions, conferences, courses, webinars and other such activity</li> <li>• Monitor and report on results of marketing and communications activity</li> <li>• Assist in the development of campaign activity including print, email marketing and social media</li> <li>• Assist in creating and issuing PR and managing media relations</li> <li>• Provide data management to support membership engagement and other communications activity</li> <li>• Develop and manage volunteer programme for professional registrants</li> <li>• Work with external agencies</li> </ul>
<p>Qualifications and Experience</p>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• A confident communicator – especially across digital channels</li> <li>• Strong written skills and proof of written ability</li> <li>• Excellent digital skills across all platforms including a range of database software packages</li> <li>• Attention to detail</li> <li>• Self-starter, responsive and adaptable to change</li> <li>• Outcome focused</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• An understanding of the nature of science industry and employment</li> <li>• An empathy with science and the work of professional bodies in science</li> <li>• Experience in working with membership organisations</li> <li>• Volunteering or experience of managing volunteers</li> </ul>
<p>Personal qualities</p>	<ul style="list-style-type: none"> <li>• Friendly</li> <li>• Outgoing</li> <li>• Calm under pressure</li> <li>• Be curious and motivated to learn by continual professional development</li> <li>• Creative/full of ideas</li> </ul>