Marketing and Communications Officer

Job title: Marketing and Communications Officer  
Reports to: External Relationship Manager  
Working hours: 5 days a week (1 FTE)  
Working location: A blend of Central London & home working  
Type of contract: Permanent  
Salary: £25-28K

About the Science Council:  
We are a membership organisation of over 36 professional bodies and learned societies from across a wide range of science based disciplines. We were established in 2003 to promote the advancement and dissemination of knowledge of and education in science, pure and applied, for the public benefit. We registered as a charity in 2009.

We provide a quality assurance system for those working in science. We set standards for professional registration for practising scientists and science technicians. We were granted a Royal Charter in 2004 and license member organisations to provide individuals with the following professional registration awards: Chartered Scientist, Chartered Science Teacher, Registered Scientist and Registered Science Technician.

Through our work with member organisations, higher education institutions and other employers of scientists, we aim to expand professional registration in the science workforce. The Technician Commitment and The Technical Education programmes, funded by the Gatsby Charitable Foundation, involve working with stakeholders across the science community to promote professional development and grow the careers of practising scientists.

Our team and values:  
We are a small team with staff working across a broad range of areas. We are positive and balanced in our promotion of the contribution of scientists and technicians, and are collaborative in our approach to debate and discussion.

As a membership organisation and employer, we work for the benefit and well-being of society. We value diversity and work to create an environment in which everyone feels included and valued.

Job purpose:  
The role of the Marketing and Communications Officer is to deliver targeted marketing and communications activities, both directly and through collaboration with the Science Council’s partner organisations that increase awareness of the organisation and support growth in registrations.
Main responsibilities and tasks:
The Marketing and Communications Officer will:

- Implement the marketing and communications strategy and develop, implement and manage marketing and communications plans.
- Support the External Relationship Manager and the Chief Executive in updating the marketing and communications strategy and associated budget for the Science Council.
- Provide marketing and communications support for the Technician Commitment, The Technical Pathways Programme and Employer Champion programmes and other programmes as agreed.
- Provide marketing and communications support for and work on cross promotional activity with member organisations.
- Build and maintain relationships with marketing and communications contacts at member organisations to work on cross promotion for the professional registers.
- Manage and create content for the Science Council’s website, newsletter and social media channels including campaigns, news articles and blogs.
- Identify stories/content and write, edit and proof read copy to ensure consistency with the Science Council’s branding, guidelines and values.
- Work with external suppliers to update and create new marketing material, both print and digital e.g. booklets, handouts, promotional videos etc.
- Monitor and collate press activity.
- Work with the External Relationship Manager and the Chief Executive on PR activity.
- Manage cross promotional activity and Science Council marketing and communications for external events where the Science Council is exhibiting or a partner.
- Assist in sourcing sponsorship, speaking and exhibition opportunities as directed.
- Assist the Science Council team with event organisation and attend events to represent the organisation, coordinating with member organisations, Technician Commitment signatories, Employer Champions as appropriate.
- Regularly track and evaluate the effectiveness of the Science Council’s marketing and communications activities in delivering its strategy.
Person Specification

Qualifications and experience:
- Experience of working in a marketing and/or communications role, delivering a marketing and/or communications strategy.
- Experience of managing and delivering successful marketing campaigns and activities.
- Experience of using social media for an organisation.
- Experience of website management and maintenance, both in terms of structure and content, and relevant analytics platforms.
- Experience of writing for different platforms and audiences.
- Experience of working with a wide range of stakeholders and building effective relationships.
- Experience of undertaking analysis, using relevant analytical tools and information, to evaluate the effectiveness of campaigns and activities.
- A professional qualification would be desirable.

Skills and personal qualities:
- Excellent written and verbal communication skills.
- Strong organisational skills, attention to detail and good numerical skills.
- Self-motivated and able to work independently to deliver marketing and communications objectives.
- Ability to work as part of a team to deliver organisational objectives.
- Ability to manage multiple projects in support of a variety of stakeholders.
- Demonstrable ability to work confidently and communicate effectively with internal and external stakeholders at all levels.
- Ability to plan ahead and work on long-term projects as well as day-to-day delivery of work.
- A customer-focused approach, producing consistently high standards of work.
- An interest in/experience of the science or charity sector.
- A personal commitment to an inclusive approach that values diversity.
- Experience using Adobe software, particularly Photoshop or InDesign, is desirable.

You may be expected to carry out other duties which fall reasonably within this role.

Employees are also required to comply with all Science Council policies and relevant legislation.

We are committed to equality of opportunity for all staff and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.