



## **Communications & Marketing Officer**

**Length of Contract:** Permanent full time contract

**Location:** Remote

**Start date:** ASAP

**Salary:** £27,000-£32,000 pro rata (consummate with skills & experience)

### **Background /Summary**

In2scienceUK's aim is to promote social mobility and diversity in science, technology, engineering and maths. We do this by leveraging the skills and passion of researchers and STEM professionals to support young people from disadvantaged backgrounds to achieve their potential and progress to degrees and careers in STEM.

In2scienceUK is seeking a Communications and Marketing Officer to help us to deliver our programme and fundraising ambitions. You will support the planning and delivery of a communication strategy, develop content, including imagery to showcase the impact of the programme as well as our wonderful volunteers. We are looking for someone with proven experience of managing and delivering innovative social media and online campaigns for multiple stakeholders, including funders and partners, as well as a track record of creating engaging written and design content.

This role would suit someone who has experience in managing and delivering professional marketing campaigns, as well as delivering communications and creative assets. In this role, you will be responsible for building and delivering the charity's communications strategy, telling our story and raising awareness of our work with potential funders. You will position In2scienceUK as a leading charity that promotes social mobility and diversity in STEM.

The ideal candidate would be an individual who is able to manage and lead campaigns with confidence and professionalism. Furthermore, this position requires the ability to work independently on multiple projects and marketing campaigns. The ideal candidate will enjoy meeting new people and working with a range of external stakeholders on high quality marketing launches, press releases and case studies.

We currently work with universities, research institutes and businesses. Our growth is dependent on increasing our network of partners, who support our work by providing funding and volunteers.

## **Key Responsibilities**

### **Campaign Management**

- Manage and deliver creative and integrated campaigns across social, web, email, print media and editorial.
- Support the creation of regular newsletters to send to our subscribers.
- Identify new opportunities to communicate our mission to our key audiences as well as sourcing opportunities to generate interest from new stakeholders.
- Monitor campaign impact and update management team through regular reporting and drive continuing improvements.
- Meet and collaborate with external marketing professionals from partner organisations to deliver high quality campaigns.
- Produce high quality partnership launches for new funders that include social media posts, blogs and press releases.
- Identify new opportunities to spread the positive message regarding In2scienceUK's work with young people.
- Meet and collaborate with external marketing professionals from partner organisations to deliver high quality campaigns.
- Produce high quality partnership launches for new funders that include social media posts, blogs and press releases.
- Identify new opportunities to spread the positive message regarding In2scienceUK's work with young people.

### **Content Creation**

- Create engaging written, print and digital content for campaign delivery. This might include images for social media, printed posters and written blogs for our funders.
- Work with our beneficiaries to create compelling story content.
- Development of ongoing social media campaigns and content, using a social media management system to drive programme awareness amongst our key stakeholders.
- Deliver ad-hoc assets to support development activities.
- Liaise with external contractors on the development of key organisational documents, e.g. Impact Reports.
- Manage our website to reflect organisational or programme changes using our CMS.

### **Other**

- Support our Development team to announce new partnership development and liaising with partners to develop content for editorial.
- Managing creative assets and resources, such as software, logos, images, and special fonts, and act as the key contact for all things design.
- Keeping up to date and ensuring that our external communications comply with GDPR.
- Staying up to date with industry developments, tools and trends and be a leading voice and creative driver within the team, and a champion of our brand guidelines.

- Report regularly on activity and results.

## **Skills**

### *Essential*

- Experience of planning social media & marketing campaigns and ability to work with senior management to develop marketing strategies.
- Relevant experience developing content for marketing campaigns across a wide range of channels including social media, web, blogs, email and print marketing.
- Strong written copywriting and design skills to be used across the marketing mix.
- Experience with campaign and/or web analytics tools.
- Strong ability to work with a wide range of people from different backgrounds and teams within In2scienceUK and externally.
- Experience of managing multiple projects and campaigns concurrently.

### *Desirable*

- Experience leading developing marketing strategies.
- Graphic design capabilities for both digital and print. Adobe Suite preferred.
- Good knowledge of HTML for marketing purposes.
- Experience of delivering marketing campaigns to engage multiple audiences.
- Current programs used: Canva, Adobe Suite, Hootsuite or Hubspot, WordPress, MailChimp, Survey Gizmo.

## **Personal Qualities**

- Self-starter with strong organizational skills with high attention to detail.
- Passion for design and written content, with a strong eye for detail and bags of creativity.
- Ability to work in a fast-paced and fast-growing environment, with ability to think end-to-end and connect moving parts.
- Highly organised and efficient, able to show initiative, prioritise tasks and be persistent.
- Able to show respect, humility and discretion in working with others.
- Passion or interest in STEM and STEM education.
- Committed to supporting equal opportunities for young people from disadvantaged and underrepresented backgrounds

## **Application Procedure**

Please send a CV, brief cover letter, and no more than three examples of your work, detailing briefly what aspects of the work you delivered to Rebecca McKelvey, [jobs@in2scienceuk.org](mailto:jobs@in2scienceuk.org).

**Deadline: Applications close on December 8th.**  
**Interviews will be held via Google Hangouts**