

Communications Officer – Job Description

Line Manager: Tori Blakeman
Department: Marketing and Communications
Team: PR & Content

Role Purpose:

The Communications Officer will be our in-house science storyteller; responsible for writing and editing engaging scientific content for print, broadcast, web and social media. The role will involve turning complex ideas into compelling content, ensuring that it is engaging and suited to the desired communications channel.

To take responsibility for the day-to-day running of our social media channels and will work alongside our in-house designers to curate audience-focussed digital content that amplifies the voice of our collective of innovators, inspirers, and leaders.

Key Responsibilities:

- The role will work collaboratively with our PR and Content Manager and support trade and consumer media relations activities such as press releases, editorial and podcast pitches, and coordinating media visits to site.
- To contribute to relevant Safety, Health and Environmental (SHE), and Equity, Diversity and Inclusion practices.
- To support the delivery of the PR and content strategy and contribute to campaign planning.
- To write and edit clear, creative, and compelling science content for social media, press releases, media pitches, and CPI's online blog and magazine.
- To contribute to media monitoring, distribution, pitch writing, and building relations with regional, national and trade media outlets and podcasts.
- To be responsible for the day-to-day monitoring of our social media channels.
- To work collaboratively with marketing team colleagues and subject matter experts to develop and deliver creative content packages.
- To liaise with and edit work produced by our network of freelance writers.
- To proofread and edit marketing materials, reports, and website copy.

Direct reports: No direct reports

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Person specification

Education / Qualifications:

Essential:	Desirable:
Educated to Degree level (or equivalent) ideally in a marketing or science discipline	Masters in Science Communication CIM/CIPR courses or qualifications

Competencies and behaviours	
Leadership (Enabling)	Decision Making (Enabling)
<ul style="list-style-type: none"> Promotes commitment to CPI's strategy, vision, values, and direction. Motivates, inspires and build resilience in others by making the vision shareable by everyone. Rewards and celebrates success with colleagues and teams. Future proofs work practices. Trusts others' judgment and demonstrates a willingness to try new things, even at the risk of failure. 	<ul style="list-style-type: none"> Leads and facilitates a group to a decision from complex, inconclusive, or contradictory data, prioritising the needs of CPI. Evaluates options by considering short term consequences and long-term gains. Uses correct communication method to present a case so that it has greatest persuasive impact. Is regularly sought out by colleagues for advice and solutions.
Communication (Enabling)	Developing self and others (Enabling)
<ul style="list-style-type: none"> Presents complex issues/ data with a high level of clarity and impact, using the appropriate format and driving action. Is able to write clearly and succinctly recommendations and messages that have the desired effect. Is aware of the impact of their communications and pro-actively seeks feedback for improvement. Is able to influence others by preparing a reasoned argument to adopt a specific tactics or plan, in line with strategy, and persuade other of the merit. 	<ul style="list-style-type: none"> Supports others in their development. Is personally committed to, and actively seeks, opportunities to improve continuously. Provides honest helpful feedback to others on their performance. Insightful about self, strengths and limitations, and how to maximise contribution.
Collaboration (Enabling)	Delivery (Enabling)
<ul style="list-style-type: none"> Understands the value of establishing effective and supportive relationships, and collaborative working. Actively listens, questions and observes body language so as to understand communication from others. 	<ul style="list-style-type: none"> Prioritises activities based on their impact and strategic importance. Takes responsibility and monitors own performance.

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| <ul style="list-style-type: none"> • Cultivates and maintains partnerships across departments to deliver value for the business | <ul style="list-style-type: none"> • Can articulate how their work feeds into projects. • Creates and exploits useful metrics. • Displays commitment and engagement to own work. Pursues everything with energy, drive and a need to finish, even when faced with setbacks or resistance. |
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Knowledge and Experience:

Essential:	Desirable:
<ul style="list-style-type: none"> • Proven ability to write thought-provoking copy that communicates complex scientific topics through engaging, easy-to-understand stories for social media and long form prose • Proven ability to work autonomously on communications projects • Strategic ability to guide content creation approaches • Strong understanding of grammar • Ability to cut through complexity to find the big picture story • Good understanding of Twitter, LinkedIn, Facebook, Instagram and YouTube, and what content works best on each channel • Good understanding of the UK science media landscape • Relevant experience in a similar science communication, press, or social media role • Excellent communication, project management and interpersonal skills • Ability to manage multiple projects simultaneously and prioritise work • Strong time management skills and ability to work to tight deadlines under pressure • Passionate about technology innovation and its ability to make the world a better place 	<ul style="list-style-type: none"> • Previous experience of working in a similar role in a B2B scientific or tech organisation • Existing connections with trade, local and national science media • Understanding of social media analytics • Understanding of accessibility in digital media • Experience contributing to video production for social media • Experience working with scientists and technicians to produce communications • Understanding of equality, diversity and inclusion in STEM