



Job title: Press and Communications Officer

Contract: Permanent, Full Time

Salary: £32,000 per annum, plus benefits

Location: Work from home anywhere in the UK. You must provide evidence of your right to work in the UK. Frequent travel into London to attend events will be expected and compensated.

## **Background**

At In2scienceUK our mission is to promote social mobility and build brighter futures for those pursuing science, technology, engineering and maths. We do this by leveraging the skills and passion of STEM professionals to support young people from less advantaged backgrounds to progress to degrees and careers in STEM.

We are looking for a creative, strategic and ambitious Press and Communications Officer to secure media coverage that will help to ensure our message reaches a broad audience. This opportunity would be ideal for you if you are looking to use your story-telling skills and talent for crafting copy, your understanding of the media, and your strategic thinking to get media attention and build relationships with key journalists and influencers to positively influence the lives of hundreds of young people benefiting from our programmes.

We want to hear from people who can passionately represent the interests of the diverse young people that we serve. We are not asking for particular qualifications. We don't care what school you went to or what your parents do for work. We care about your character, your skills and potential. If you can turn strategic aims into impactful programmes and can see yourself making an impact in our organisation, we want to hear from you.

## **Key responsibilities**

- Bring your flair for storytelling to In2scienceUK's communications, bringing our work to life and demonstrating the impact and value of what we do to all of our audiences.
- Work with the Communications and Marketing Manager to devise strategies for securing impactful media coverage of In2scienceUK's work, and help plan communications output accordingly.

- Develop and implement strategies to build our brand presence in key industry sectors, including working with and securing coverage in industry media/trade publications to support our fundraising objectives.
- Identify, create and respond to high-quality media opportunities, both internally and externally, to deliver positive coverage, maximise our activities, and build our presence in line with our strategic objectives.
- Identify opportunities to promote In2scienceUK's work at key sector events, attending relevant events to represent our work as well as collaborating and supporting internal teams to plan and deliver impactful events.
- Cultivate and maintain a strong network of media contacts, building effective relationships with journalists, publishers, podcasters, influencers, thought leaders and experts to build In2scienceUK's profile as a "go-to" organisation.
- Building and maintaining relationships with alumni and participants to promote success stories and identify speaking/press opportunities.
- Lead on developing a range of PR materials including press releases, blogs, advertorials, interview briefs, social media posts and newsletters to effectively communicate our mission to a wide range of audiences.
- Work with communications & data teams to identify trends and opportunities for further press outreach with the aim of reaching the right audiences to grow our following in the UK.
- Work with the communications and marketing manager to coordinate media and communications work across our organisation, as well as stepping in and helping out where needed.

## **Person Specification**

- Proven experience of generating media coverage by working with UK-wide, local and regional media, as well as trade press, ideally in a charity sector organisation.
- Demonstrated understanding of how to craft and pitch stories to appeal to a variety of media outlets.
- Experience of planning, executing and monitoring media plans.
- Experience of working with colleagues from across an organisation to identify case studies and opportunities to develop compelling stories and impactful media coverage.

- Exceptionally strong writing skills, with a passion for telling compelling stories, and crafting messages in compelling ways for various audiences, balancing impact, simplicity, and accuracy.
- Confident in creating a range of media and press assets across all channels, including digital and social media.
- Experience of supporting the planning, delivery and coverage of events for key stakeholders.
- Excellent organisational and time management skills, and the ability to prioritise a varied workload.
- Shares our values, has a keen eye for an opportunity and is persuasive and enthusiastic about promoting our mission.

### ***Application Procedure:***

Please submit a CV, brief cover letter, and at least two examples of your work, either via Charity Jobs or sent to [recruitment@in2scienceuk.org](mailto:recruitment@in2scienceuk.org)

Your application will only be considered if you have provided prior examples of your work.

If you require this in a different format please contact [recruitment@in2scienceuk.org](mailto:recruitment@in2scienceuk.org)

### **Deadline: 29th March 2024**

We advise candidates to apply early as we reserve the right to close applications ahead of this date.

Shortlisting and Interviews will be held virtually.

In2scienceUK is committed to safeguarding and promoting the welfare of children and young people on our programme. All candidates will be required to complete all necessary pre-employment checks prior to starting employment. This includes but is not limited to: satisfactory references from two previous employers, voluntary organisation or educational institution; satisfactory DBS check; right to work check; and a self-disclosure from where necessary for the role.