

Marketing Communications Content Officer

Faculty	Faculty of Engineering (www.strath.ac.uk/engineering/)		
Staff Category	Administrative and Professional	Reference No	309063
Reports To	Marketing and Communications manager	Grade:	6
Salary Range:	£28331 - £31866	Contract Type:	Open Contract
FTE:	1 (35 hours/week)	Closing Date	20 th July 2020

Job Advert

The University of Strathclyde is seeking a talented individual with a proven record of accomplishment in public relations and developing marketing content and collateral to join the marketing communications team for the National Manufacturing Institute Scotland (NMIS) Group.

The person will work closely with colleagues as part of an integrated marketing communications team focusing primarily on cultivating and telling the stories from within the two specialist technology centres: the Advanced Forming Research Centre (AFRC) and the Lightweight Manufacturing Centre (LMC) with the objective of raising levels of awareness of the centres and the impact they have on industry. You will be expected to tell these stories across multiple channels.

The successful candidate will be creative and personable, with a proven track record of creating content in a B2B public relations / marketing communications focused role and will understand what it takes to make a good story. You will be able to demonstrate your background in delivering interesting and impactful content as part of a wider marketing communications plan, have worked in a similar role, be educated to degree level in a relevant subject such as marketing, English literature and public relations / communications and have an in-depth understanding of marketing communications as a business function.

Candidates must have excellent communication skills and first-class copy-writing skills are essential for this position.

About the National Manufacturing Institute Scotland

The National Manufacturing Institute Scotland is a group of industry-led manufacturing research and development facilities transforming skills, productivity and innovation in Scotland helping to make the country a global leader in advanced manufacturing.

We work with all types of companies: from global original equipment manufacturers (OEMs) all the way through to local manufacturing companies. We help them to de-risk innovation, turn ideas into a commercial reality, solve key production issues and ultimately grow their business and become more competitive. For further information visit www.nmis.scot and www.afrc.org.uk

Job Description

Brief Outline of Job:

The marketing communications content officer will work closely with our PR agency and the engineers and researchers across both specialist centres developing new content to tell our story with the objective of increasing awareness levels within industry and helping to generate new enquiries.

The role will be based at the Advanced Forming Research Centre in Inchinnan.

Main Activities/Responsibilities:

1.	Work with the public relations agency and colleagues within the centre to pro-actively develop engaging and interesting content for the media including, press releases, thought-leadership features and comment pieces in line with key messages.
2.	Working alongside other members of the team, develop engaging content for all on and offline communications channels.
3.	Day-to-day responsibility for delivering content marketing activities.
4.	Develop new promotional literature in accordance with all relevant brand guidelines.
5.	Work with project leads to develop a robust collection of impactful case studies.
6.	Work to build effective collaborative relationships across NMIS, the wider University and with key stakeholders sharing best practice and identifying and capitalising on opportunities for promotion.
7.	Contribute towards the narrative reporting for NMIS and the specialist centres.
8.	Identify and maximise all opportunities for promotion of the AFRC, LMC and NMIS.
9.	Support colleagues in developing effective and engaging social media channels.
10.	Support colleagues working on events to ensure they are integrated into the overall marketing communications plan.
11.	Evaluation of marketing communications activities to ensure maximum return on investment.
12.	Liaise with the central University communications team to share good news and assist in creating NMIS-related content.
13.	Adhere to all relevant NMIS, University, One Scotland Team and High Value Manufacturing Catapult process, procedures and guidelines.
14.	Support the team in the development and delivery of the integrated marketing plan in order to increase awareness within industry and ultimately bring about an increase in the number of enquiries coming into the centre.

Person Specification

Educational and/or Professional Qualifications

(E=Essential, i.e. a candidate must meet all essential criteria to be considered for selection, D=Desirable)

- E1 Educated to degree level in marketing, public relations, English literature or journalism or have equivalent relevant expertise in marketing communications, public relations or content creation roles.

Experience

- E2 Experience of working as part of a marketing communications team.
- E3 A proven record of achievement in a marketing communications environment with experience in supporting the delivery of an integrated marketing communications strategy and plan.
- E4 A thorough understanding of how marketing communications supports the delivery of corporate objectives and evidence of ability to translate this into action with positive outcomes.
- E5 Significant experience of copywriting – press releases, thought-leadership features, white papers, blogs, brochures, case studies etc.
- E6 Experience of working on own initiative in a fast paced and time pressured environment.
- E7 Experience in delivering multi-channel marketing communications activity.
- E8 A proven track record of working with a PR agency and / or the media in terms of coverage generated.

E9 Knowledge and experience of developing, implementing and managing monitoring and evaluation processes.

D1 Experience of working with the engineering / manufacturing trade press.

D2 Technical writing experience.

Job Related Skills and Achievements

E10 Ability to write, edit, proofread and prepare copy to a very high editorial standard.

E11 Excellent written and oral communication skills with the ability to convey complex concepts in simple terms.

E12 Knowledge of and experience of using a variety of communications channels including website, social media, trade press, local media etc.

E13 Ability to identify potentially interesting stories and produce compelling content, for a diverse range of audiences and media channels.

Personal Attributes

E14 Evidence of strongly developed people skills, with an ability to deal with a wide range of people within a complex organisation and in high-profile, time-pressured situations.

E15 Highly motivated, with ability to work on own initiative within agreed parameters, establish goals and deliver positive outcomes.

E16 The ability to work as part of a team, demonstrating flexibility, adaptability and accountability.

Other Relevant Factors

D3 Experience of working in a research / higher education environment

Application Procedure

Applicants are required to complete an application form including the name of three referees who will be contacted before interview without further permission, unless you indicate that you would prefer otherwise. Applicants should also submit a Curriculum Vitae and a covering letter detailing the knowledge, skills and experience you think make you the right candidate for the job. Applicants should also complete the Equal Opportunities Monitoring Form.

Other Information

Further information on the application process and working at Strathclyde can be found on our website (<http://www.strath.ac.uk/hr/workforus>).

Informal enquiries about the post can be directed to Deborah Findlay, Marketing Communications Lead for NMIS deborah.findlay@strath.ac.uk.

Conditions of Employment

Conditions of employment relating to the Administrative and Professional staff category can be found at: [Conditions of Employment](#).

Probation

Where applicable, the successful applicant will be required to serve a 9 month probationary period.

Pension

The successful applicant will be eligible to join the Local Government Pension Scheme (LGPS) in Scotland. Further information regarding this scheme is available from [Payroll and Pensions](#).

Relocation

Where applicable, the University offers a relocation package to support new employees who meet the eligibility criteria. The relocation package is offered as a contribution towards costs incurred, and is designed to be flexible, allowing staff to use the financial support available in the way that will be most helpful to them. Further details are outlined in the Relocation Policy.

Equality and Diversity

We value diversity and welcome applications from all sections of the community.

The University currently holds a Bronze Athena SWAN award, recognising our commitment to advancing women's careers in science, technology, engineering, maths and medicine (STEMM) employment in academia.



