

Campden BRI - Job Description

Name:

Department (and Section where appropriate): Marketing and Communications

Grade: G3

Job Title: Science Writer

Immediate Line Manager (Job Title): Marketing and PR Manager

Job Purpose:

To produce - and help others in the company to produce - engaging, informative and clear written copy, covering the many aspects of science and technology relevant to our business. Some of this will be scientific and technical and some of will be more 'promotional', but it will all be appropriate for our target audiences and reflective of our brand values.

Main Duties (including % of time spent):

The role will involve significant interaction with scientific and technical colleagues at all levels from across the business, as well as the other members of the Marketing and Communications team, to:

- Write (shape, draft and edit) clear and highly engaging **scientific and technical copy** - appropriate for our target audiences and reflective of our brand values – including, for example, trade press articles, white papers and blogs (40%)
- Create, write and edit persuasive **marketing materials** – including, for example, newsletters, web copy and press releases (40%)
- Sense-check, proofread, edit and sub-edit scientific, technical and promotional documents, and coordinate the production of our R&D Reports (20%)

Specifically, you will:

- Proactively identify, source and develop stories that demonstrate the benefits of and explain the science, technology and knowledge-led activities of Campden BRI
- Derive maximum value from core content by proactively identifying opportunities for re-use, re-purposing and recycling (e.g. contributing to communications aspects of project reviews)
- Help devise interviews with staff for audio (podcast) and video release via our website, social media and other channels
- Support and guide scientific and technical colleagues in their development and delivery of clear messages that align with our business priorities
- Contribute articles and other content for internal communication channels such as our intranet i-comm
- Provide and receive on-the-job training and development, including maintenance of your own personal development plan as well as leading and supporting others at all levels in the business on relevant aspects of written communication

Knowledge, Skills & Experience:

- A degree (or equivalent experience) in a relevant science or technology with 3-5 years experience in delivering written copy based on scientific or technical topics and issues. Alternatively, a background in journalism or communications with subsequent experience in and demonstrable understanding of relevant science / technology. In either case, a broad appreciation of the issues facing the food and drink sector would be an advantage but is not essential.
- High level English writing skills with evidence of a proactive, creative, analytical and inquisitive nature as well as a talent for shaping complex messages for a variety of audiences – especially technical non-specialists across the many sub-sectors of the food, drink and allied industries
- An interest in both the communication of technical information and the promotion of business-to-business marketing messages
- Ability to research, gather and synthesize background information to produce well-rounded copy in a style appropriate to the publication / communication channel and its audience – with evidence (e.g. a portfolio of work) of having done so
- A sound appreciation of content marketing and what makes it effective
- A good understanding of the way in which the trade press works (hard copy, digital, multimedia and social media outputs)
- A good all-round communicator, able to engage with specialists and non-specialists alike, to create, source, adapt and polish purposeful copy
- Deadline-driven, well-organised, focused, self-disciplined and pragmatic, with the ability to prioritise workload and recognise when detail really matters
- Good attention to detail in sense-checking and proof-reading a wide range of documents
- Happy to receive and learn from feedback on written output, and to work as part of a wider team, as we strive to consistently strike the right voice and tone in our written communications
- Comfortable in delivering feedback to colleagues on their written output
- Can-do, enthusiastic, collaborative and friendly attitude with a strong desire to improve own skills base and find improved ways of working for the benefit of the business

KEY TASKS & RESPONSIBILITIES**1. Communications**

- Applying highly developed English writing skills to produce content for specific audiences and communication channels including, for example, trade journal articles, press releases, briefing papers, newsletter articles, staff blogs, leaflets, posters and web pages.
- Creating and tailoring messages depending on the audience, channel and response required
- Using strong verbal communication skills to work with colleagues at all levels - guiding, steering, negotiating, persuading and tactfully influencing where necessary – to gather information and convert it to clear, purposeful copy with maximum audience impact
- Understanding the needs of and supporting specialist colleagues in their articulation of scientific and technical concepts to both specialist and non-specialist audiences – including providing feedback on colleagues' written work

2. Analytical Skills & Creativity

- Proven ability to create highly engaging copy to elicit the appropriate audience response
- Proactively finding ways of re-purposing and re-working content to extract maximum value – for both technical communication and promotional activities

- Showing excellent judgement in assessing opportunities and selecting those most appropriate for generating the type of coverage sought
- Contributing creatively to team discussions on maximising the impact of our multiple marketing and communications channels (print and digital)
- A good 'nose' for finding the 'slant' and 'angle' that will maximise opportunities for the re-use of content
- Excellent attention to detail in sense-checking and proof-reading

3. Management of Activities

- Self-sufficient for routine and many non-routine tasks with option to refer to line manager when the need arises
- Planning and scheduling of own workload – with flexibility to meet team objectives, respond to changing priorities and deliver copy to appropriate standard and agreed deadlines
- Creating ideas for and developing materials to support the business's agreed marketing and communications priorities (e.g. through business plans, marketing campaigns, project communications objectives)
- Flexibility to work as an integrated, creative and supportive member of the Marketing and Communications team
- Identifying, recommending and implementing opportunities for more effective communication and ideas for improvement in efficiencies or work practices

4. Management of People

No line management responsibilities: HOD - Manager - **JOB HOLDER**

Responsible for coordinating involvement of colleagues from across the business, at all levels, and handling feedback / review of copy generated. Guiding and supporting colleagues from across the business to achieve the best outcome.

5. Management of Finance & Resources

- No specific financial responsibilities, but good awareness of the efficient use of resources.
- Good awareness of the role and impact of communications (e.g. via trade press, social media) on brand image and reputation

6. Autonomy & Accountability

- Self-sufficient (following a familiarisation period) for routine and many non-routine tasks with option to refer to line manager when the need arises
- Working with general autonomy in the researching, creation and crafting of specific written content addressing pre-agreed principles / business priorities
- Drawing on technical specialists to review the accuracy of specific technical detail

7. Working Environment

Standard office environment. Health & safety for screen use and seating applies. Appropriate lighting. Some travel, predominantly between our UK sites.

8. Other designated job roles (Please tick those applicable) – None

DSE user – Yes

Manual handler – no

Signed & Dated:

Job Holder

Date

Line Manager

Date