

**Name:**

**Department (and Section where appropriate): Marketing**

**Grade: G3**

**Job Title: Scientific Content Manager**

**Immediate Line Manager (Job Title): Marketing Lead**

**Job Purpose**

To act as the liaison with scientific and marketing colleagues to create, develop and edit high-quality content that covers the many aspects of science and technology relevant to our business, ensuring it is appropriate for our target audiences, the channel it will be published through and reflective of our brand values. This includes text copy, video, infographics, images, and similar materials that may be needed for our digital platforms, such as our website, social media pages and marketing emails

**Main Duties (including % of time spent)**

The role will involve significant collaboration and a close working relationship with scientific and technical colleagues at all levels across the business, as well as the other members of the Marketing team, to:

- Plan, create, and deliver engaging content that informs/entertains and inspires our target audiences, whilst meeting key business and user needs, in alignment with the strategic direction of Campden BRI. Content includes text copy, video, infographics, images and similar materials that may be needed such as our website, social media pages and marketing emails. (90%)
- Sense-check, proofread and edit scientific, technical, and promotional documents (10%)

Specifically, you will:

- Work with marketing colleagues to identify the most appropriate and effective channels for specific services, expertise, research etc. providing ideas of how best to communicate these to develop the story that engages the target audience
- Derive maximum value from core content by proactively identifying opportunities for re-use, re-purposing and recycling into additional content forms e.g. technical reports into blogs etc
- Help devise interviews with staff for audio (podcast) and video for release via our website, social media and other digital channels
- Provide professional advice and guidance on digital content processes and procedures to technical colleagues, using judgement and creativity to suggest the most appropriate means of communicating their area/service
- Interview technical colleagues to establish the story behind what they would like to promote
- Support and guide scientific and technical colleagues in their development and delivery of clear messages that align with our business priorities
- Contribute to 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 science communication.
- Provide content support across non-digital channels as required

**Knowledge, Skills & Experience**

- A degree (or equivalent experience) in a relevant science or technology with 3-5 years' experience in delivering content 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, social media, newsletters articles 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 content 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 content 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 (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 content 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 Design, Production and Marketing team
- Identifying, recommending and implementing opportunities for more effective communication and ideas for improvement in efficiencies or work practices

**4. Management of People**

Marketing & Sales Associate Director - Marketing Lead - **JOB HOLDER**

- No line management responsibilities:
- 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 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**

Office environment based at the Chipping Campden site. Some travel, predominantly between our UK sites.

**8. Other designated job roles** (Please tick those applicable)

Quality Co-ordinator  
 Safety Co-ordinator  
 First Aider  
 First Aid Leader  
 Mental Health First Aider  
 Fire Officer  
 Fire Leader  
 Software Co-ordinator  
 Trained internal Auditor  
 Equipment Officer  
 Departmental Archivist  
 Hygiene Manager  
 Process Hall Manager  
 Event Director  
 Risk Assessor  
 Biological Safety Officer  
 Safety Representative

Safety Committee Member Sample Receipt Steward Authorised Driver (in line with Car Policy)
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**DSE User**

**Manual Handler**

**Signed & Dated**

Job Holder ..... Date .....

Line Manager ..... Date .....