

Campden BRI (Chipping Campden) Limited

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Campden BRI (Nutfield)

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Job Profile

Scientific Content Manager Marketing

For enquiries concerning this job, please contact:

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Campden BRI provides scientific, technical, and legislative support to the food, drinks and allied industries worldwide. The practical application of technical excellence lies at the heart of all that we do and is supported by our industry-leading facilities, expertise and knowledge.

From analysis and testing and operational support to knowledge management, all our activities are built on an extensive programme of research and innovation steered by industry to ensure maximum commercial relevance.

We provide services to companies all along the supply chain, but offer discounts, access to expert advice and other benefits for those that come into membership. Many of our clients are major blue-chip companies and household names.

Locations

The Campden BRI Group operates from three sites in the UK and a fourth in Hungary. The role as advertised will be based at the Chipping Campden site but could require from time to time travel to other Group sites.

The site in Chipping Campden employs 300 full or part-time staff. A further 50 staff are employed at the site at Nutfield, Surrey and 20 staff are employed at our site in Budapest, Hungary. We also have a Consumer Test Centre in Leamington Spa.

Department: Marketing

This is a great opportunity to join a growing, enthusiastic, friendly, supportive and multi-disciplinary team with responsibility for creating a range of marketing communications that engages our members & potential clients with the potential of our world class science and technology services. We do this through a range of communications channels and activities including:

- the development and maintenance of the corporate websites and related electronic communications
- development and publication of digital content such as articles, blogs, graphics and case studies
- production of newsletters, brochures, leaflets, posters and related materials
- production of audio and video media content
- management of the company's social media presence
- campaigns to promote designated aspects of our services and research activities
- coordination of the work of our Member Interest Groups (MIGs)
- provision of an in-house, centralised digital print facility
- management of specialist suppliers such as PR, marketing and communications agencies
- handling of media enquiries.

We also play a significant role in internal communications in the business - promoting awareness of business and other developments – for example, through our Intranet i-comm.

Duties and responsibilities:

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. (80%)
- Sense-check, proofread and edit scientific, technical, and promotional documents (20%)

Specifically, you will:

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- 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

Qualifications and competencies

- 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 skills

- 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

Pay and benefits

Salary:	Guide £24,000 - £30,000pa depending upon experience Working hours 8.45-5.15 Mon to Thursday, 8.45-4.30 Fridays (38 hrs)
Grade:	G3
Holidays:	24 days plus public holidays and a buying/selling holiday scheme .
Pension scheme:	Campden BRI operates a pension scheme
Training:	Campden BRI is committed to ensure all staff receives appropriate training to support their job function and business needs.
Health:	Campden BRI operates a 'permanent health scheme' if you are unable to continue work for health reasons and a 'death in service' scheme.
Others:	Other benefits include subsidised restaurant/vending machine and parking on site.

Further Information

If further information is required, please visit our website www.campdenbri.co.uk