

**Job Description**

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| **Job Title:** | Communications Officer |
| **Department / School:** | The Roslin Institute, R(D)SVS |
| **Reports To:** | Dr Carly Hamilton |

**Job Purpose**

The Communications Officer will be responsible for the delivery of all communications activities associated with the International Veterinary Vaccinology Network (IVVN). This strategically important global Network is a collaborative community of researchers and its members address critical bottlenecks in the development of vaccines against animal diseases that threaten livelihoods, public health and animal welfare in low-and-middle income countries.

In this role, you will develop and implement a strategy to keep 1,800 members and external stakeholders informed of and engaged with the Network’s activities. These activities range from online content and resources to events and funding calls. The Communications Officer will be responsible for creating, editing and managing content for the IVVN website, monthly newsletters and social media channels. In addition, you will also assist with member queries, curate the member’s database and deliver a programme of online events.

**Main responsibilities**

Content management and communication strategy (60%)

* Develop a communications strategy to ensure effective engagement with internal and external stakeholders.
* Work independently to conceptualise, create and coordinate all content on the IVVN website, monthly newsletter and social media account, for example, news articles, blog posts, infographics and videos.
* Write, collate and design the IVVN’s Annual Report and other official documents, and create engaging online material to communicate their content.
* Monitor analytics data for the Network’s online activities, analyse the effectiveness of different strategies, and disseminate these to the Network Management Team and Board.
* Conduct regular monitoring of the relevant scientific literature to search for news and publications.
* Contribute to future IVVN grant applications.
* Liaise with external web developers on new features for the IVVN website and resolving issues when they arise.
* Liaise closely with the Campus Marketing Manager and the Easter Bush Marketing and Communications team to ensure campus communications objectives are met.

Stakeholder relations (20%)

* Work with the Network Manager to resolve issues and queries from the Network’s members and stakeholders, and provide specialist advice on use of Network services.
* Manage and evaluate surveys of IVVN members, performing detailed analysis and calculations on the results, highlighting issues that arise, and presenting results and recommendations to the Network Management Team and Board.
* Oversee improvements to the IVVN members’ directory, setting profile requirements for users and identifying and resolving issues. Ongoing curation of the member’s database.
* Monitor and maintain membership records, ensuring these comply with data protection laws and reporting membership analytics to the Network Management Board.

Event coordination (20%)

* Take full responsibility for the technical running of online webinars, workshops and symposia, providing training to speakers and chairs, and producing the live sessions.
* Plan future events, including selecting themes and speakers, managing online platform requirements, and coordinating dissemination and marketing activities.
* Oversee the financial resources available for running online events.
* Work with the Network Manager to organise and deliver annual conferences, workshops and other Network events.
* Represent the IVVN at external events as required.

Key contacts / Relationships

* Network Manager, Network Director, Network Co-Directors, Network Management Board and External Advisory Board.
* Head of Marketing and Communications and members of the Easter Bush Marketing and Communications team.
* External web agencies and suppliers.
* Network members, industrial partners, other research networks, funding bodies, and other external stakeholders.

**Planning & Organising**

* Plan and prioritise own work activities to ensure effective delivery of IVVN activities and communications projects, resolving conflicting timescales and priorities independently.
* Work on several different objectives at once and deliver outcomes on time.
* Undertake small-scale projects independently and contribute to larger-scale projects as part of a project team.
* Plan own work activities to ensure effective service delivery, resolving conflicting timescales and priorities independently.
* Proactively seek and collect information from a variety of sources for publication on the IVVN website, on the Network’s social media channels and in the monthly newsletter.
* Provide guidance to colleagues on communications processes and best practice.

**Problem Solving**

* Independently resolve issues that arise in the course of planning, organising and implementing communications activities using own experience, escalating where necessary.
* Use experience to resolve technical issues with the IVVN website, database platform and other systems.
* Generate new ideas and methods for effective and economical communications to all stakeholder groups e.g. using new online platforms and social media.
* Identify areas of responsibility where improvements could be made and suggest changes.

**Decision Making**

* Independent decision-making using judgement to prioritise workload and resolve problems independently, escalating as required.
* Decide on what to include in a new communications strategy for the IVVN, using experience and expertise to determine the appropriate channels and types of content to prioritise and use.
* Decide on platforms for online public events, and contribute to decisions about who is invited to speak at these events.

**Knowledge Skills and Experience**

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| **Attribute** | **Essential** | **Desirable** |
| **Education, Qualifications & Training** | * *Either*

HNC/HND or equivalent level qualifications plus typically a minimum of 3 years’ relevant work experienceOR* Broad experience (typically a minimum of 5 years), acquired through a combination of job related training and considerable on-the-job experience, demonstrating development through involvement in progressively more demanding relevant work/roles.
 | * A degree in a biological sciences subject.
* A postgraduate degree in a biological sciences subject.
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| **Knowledge & Experience** | * Experience in digital communications, including professional use of social media, web content management systems (e.g. Drupal) and email marketing platforms (e.g. MailChimp).
* Proven experience of translating complex scientific information into clear, engaging content.
* Excellent organisational skills and the ability to work under pressure to tight deadlines, solve problems independently, work under own guidance and as part of a larger team.
* Excellent written and verbal communication skills.
* Good eye for detail and design and creative flair, with experience using graphic design software (e.g. Adobe Illustrator) to create engaging online content.
* Strong interpersonal skills and the ability to independently liaise and coordinate with colleagues and networks including dealing with unforeseen problems and circumstances.
* Ability to manage time effectively and prioritise tasks accordingly.
* Experience of working/responding independently and dealing with unforeseen problems and circumstances.
* Strong IT literacy (MS Office) skills.
* Willingness to travel both within the UK and internationally.
 | * Experience communicating complex content through multiple online and physical media in an in international scientific network setting.
* Experience using desktop publishing software to produce visually compelling documents and reports.
* Experience of using webinar software (e.g. Zoom webinar).
* Experience using professional video editing software to create and edit animated and video content.
* An understanding of the scientific publishing landscape and experience in accessing and reading scientific papers.
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**Dimensions**

The International Veterinary Vaccinology Network (IVVN) is a £3.2M initiative of the MRC/BBSRC that coordinates and integrates UK and low- and-middle income country (LMIC) research expertise to overcome challenges associated with the development of livestock vaccines for LMIC-relevant diseases. Since launching in August 2017, the IVVN has welcomed over 1,800 members from 93 countries and the Network delivers a diverse programme of networking, funding and outreach activities.

The post is based within the IVVN Network Management Team at the Roslin Institute, Royal (Dick) School of Veterinary Studies, College of Medicine and Veterinary Medicine. It is expected that the post will involve some travel both within the UK and internationally.

**Additional Information**

If you require this document in an alternative format please contact HR by email at HRHelpline@ed.ac.uk or by telephone on 0131 651 5151.