

Job Title: Marketing Executive

Location: Chester, UK, with flexibility to WFH on an agreed basis

Position Type: Full-time (36.5 hour week)

Reports to: Promotions Officer

Anticipated Start Date: Early 2024

Interview Date: Rolling from 1 December 2023

Salary & Benefits: Starting salary range from £31,000 to £45,000 depending on experience. 28 days holiday per year plus statutory bank holidays. Attractive benefits, including health and pension.

About the International Union of Crystallography

The International Union of Crystallography (IUCr) is a scientific union with a mission to advance the structural sciences and promote education and community. The Union publishes ten academic journals in the field of crystallography and related sciences, which fund its outreach work. The Union is undergoing significant redevelopment with the updating of the brand, website and databases to support an increase in marketing output and allow easier communication for its members.

Position Overview

We are seeking a dynamic and creative Marketing Executive to join our team at the IUCr. This role is integral to promoting our organization's initiatives, fostering relationships within the global scientific community. The ideal candidate will have a passion for science, excellent marketing and communication skills and the ability to work in an international context. The position has scope for career development and progression.

Key responsibilities will include the following:

Marketing Strategy:

- Develop and execute marketing strategies to promote the Union and its journals, mission, events, publications and initiatives.
- Create and manage marketing campaigns across various channels, including social media, email marketing and traditional media.

Content Creation:

- Produce high-quality content, including articles, blog posts, videos, infographics and podcasts, to communicate scientific concepts to diverse audiences.
- Collaborate with subject matter experts to ensure accurate and engaging content.

Social Media and Website Management:

- Manage and grow the Union's presence on various social media platforms and update the website.
- Develop and curate engaging and informative content for social media and the website.

Relationship Building:

- Build and maintain strong relationships with scientists, research institutions and other stakeholders in the scientific community.
- Represent the Union at conferences, events and meetings.

Project Management:

- Coordinate marketing campaigns, events and outreach initiatives, ensuring they are executed efficiently and meet established deadlines.

Data Analytics:

- Utilize data analytics tools to measure the impact of marketing efforts and generate insights for improving future strategies.

Cultural Sensitivity:

- Demonstrate an understanding of and respect for diverse cultural norms and practices.

Cross-functional Collaboration:

- Collaborate with various teams both within and outside the organization, including researchers, designers, writers and event planners, to achieve marketing objectives.

Qualifications:

- Bachelor's degree in science, marketing, communications or a related field (a master's degree or higher is a plus).
- Exceptional copywriting skills with the ability to craft compelling and persuasive messages for various communication channels.
- Strong project management skills.
- Excellent written and verbal communication skills.
- Proficiency in using marketing and data analytics tools.
- Understanding of content management systems for updating websites.
- Adaptability to changes in the scientific field.

Desirable:

- Proven experience in marketing, communications or outreach, especially in an international context.
- Interest or experience in crystallography.
- Willingness to learn and take initiative.
- Multilingual abilities are a plus.

Application procedure

To apply for the position please submit a CV, a covering letter detailing your suitability for the post, plus the names of at least two persons who can provide references (references will not be requested without the applicant's permission), to marketing@iucr.org. Early applications are encouraged. If candidates would like to discuss the role in advance of an application, please email marketing@iucr.org to arrange a call.