



Job Advert

Senior Digital Communications Officer

UK Dementia Research Institute
Core Team

Location: Maple House, London / Hybrid
Worker

Reports to

Director of Communications & Engagement



Research Communications Manager



Senior Digital Communications Officer

Dotted line report to Public Affairs Manager

Context

UK Dementia Research Institute (UK DRI)

Today, over 1 million people in the UK are living with dementia and related neurodegenerative disorders, such as Alzheimer's, Parkinson's, and motor neuron disease (MND). The impact of these incurable and progressive conditions on individuals and their families is devastating. The cost to the economy and public services is large and growing as the UK population ages.

However, due to major advances in our understanding of the biology of these diseases, the scientific field is at a tipping point, with the next decade promising to deliver transformative breakthroughs in therapies and a new era of predictive, preventative, and precision medicine for neurodegenerative conditions.

The UK is well placed to play a leading role in this revolution due to its scientific strengths in the field, led by the UK Dementia Research Institute (UK DRI) working with our world-class, university-based Centres.

We are a globally leading multidisciplinary research institute of over 900 members investigating the spectrum of neurodegenerative disorders causing dementia, driving a step change in our understanding of neurodegeneration, and accelerating the discovery, development and delivery of interventions that will help diagnose, treat, and ultimately prevent dementia.

Our principal funder is the Medical Research Council (MRC). Together with our strategic partners including Alzheimer's Society, Alzheimer's Research UK, LifeArc and the British Heart Foundation, we have a 5-year budget of over £200m.

Our 62 internationally leading Group Leaders and their teams are located across eight dedicated UK DRI Centres based at University College London, University of Cambridge, Cardiff University, University of Edinburgh, Imperial College London, and King's College London.

The Institute is supported by the UK DRI's Core team whose expertise range from operations, business & innovation, communications, finance, HR, events, research funding, tools & technology, scientific affairs and more. The Core team supports the Institute's single mission at a national level, coordinating scientific and operational efforts across the UK DRI Centres and wider research ecosystem. It is a hybrid team with offices based at UCL, London.

About the role

Working closely with the Research Communications Manager, the Senior Digital Communications Officer will be responsible for the creation and implementation of a digital communications strategy to effectively communicate key messaging and research impact from the Institute to a range of internal and external audiences including researchers, industry professionals, key partners/funders and people affected by neurodegenerative conditions.

Duties and responsibilities

Digital Communications

- **Digital strategy:** Lead on the development of a digital communications strategy to effectively disseminate engaging, relevant content to UK DRI key audiences. You will work with the Research Communications Manager to build partnerships, explore new ways to boost engagement and reach, and ensure our content is truly audience-focused.
- **Content generation:** Create digital content, including copy/video/graphics, across a wide range of platforms: social media, newsletters, intranet, website and events. Source, identify and deliver inspiring communications around UK DRI announcements and progress. Identify key themes and support communications campaigns.
- **Platform management & development:** Lead on the management and development of our digital channels, working closely with agencies, to meet the changing needs of the Institute, including upgrades to the UK DRI's website and intranet. Test and trial new approaches as well as assessing the potential for using alternative and newer platforms.
- **Social media:** Lead on development of a future-looking social media strategy. Proactively plan, create, and deliver day-to-day and campaign content for the UK DRI's

social media channels in alignment with the institutional wider communications strategy – ensuring content plans, projects and campaigns drawn from the media relations team and the wider communications team are joined up and delivered in the most effective and engaging way for our audiences, taking into account analytics and brand guidelines. This will involve delivering impactful, creative and effective approaches to reach our target audiences using a wide range of content (video, graphics, images) for use on our institutional channels – currently X/Twitter and LinkedIn

- **Materials, graphics and branding:** Champion the use of the UK DRI look-and-feel amongst all stakeholders. Develop new and update existing materials (figures, merchandise, templates), and support the Core team and Centres with guidance on channels, branding, style and content as required.
- **Digital accessibility & compliance:** Work to ensure all digital content, resources and platforms adhere to accessibility standards and guidelines to provide an inclusive experience for users.

Communications strategy support

- **Insight and reporting:** support the Research Communications Manager with the evaluation of the institute's communications activities, including leading on digital analytics (e.g. google, social, newsletter analytics) and running focus groups with our audiences for meaningful feedback. Utilise the mechanisms for reporting communications activities to stakeholders to demonstrate impact.
- **Public affairs:** support the Public Affairs Manager in engaging policy makers, including monitoring the political news cycle and parliamentary activity; identifying opportunities to engage with policymakers and politicians; producing digital materials to support campaigns and other influencing work; organising in-person and online events to engage political stakeholders;

assisting the Public Affairs Manager to build and strengthen support for the UK DRI through a range of influencing activities.

- **Public engagement and patient involvement:** assist the Director of Communications in shaping plans for and delivering public engagement and patient involvement, including training and tools to assist lab tours and events. Strive to ensure we are reaching diverse audiences.
- **Crisis communications:** Support with crisis communications – including social media monitoring.

General Duties

- Effective liaison with colleagues within UK DRI Core team, our Board of Trustees, and the Centres to facilitate open communication and dissemination of information.
- Ensuring the highest standard of record keeping, maintaining accurate, complete, and up to date records.
- Ensuring confidentiality is maintained as applicable.
- Attending and contributing to institutional and other meetings and training as appropriate.
- Ensuring that duties are carried out in a resource efficient way.
- Acting at all times in accordance with the highest professional standards and ensuring that these are maintained in the delivery of all aspects of research.
- Adhering at all times to the policies, rules and regulations of the institute.

The above description is not exhaustive, and the post-holder will be required to undertake any other duties as may reasonably be requested within the scope, spirit and purpose of the post. Job descriptions are reviewed on a regular basis including at the annual appraisal. As duties and

responsibilities change, the job description may be amended in consultation with the post-holder.

About you

Are you bursting with original ideas to translate science? Do you know what it takes to give a great research story the platform it deserves, whether that is through a website, newsletters, or social media? Can you inspire action and build communities through this powerful content?

We are looking for an energetic and self-driven communications professional with experience of digital communications and storytelling to play a key role within the Core team of the national UK Dementia Research Institute.

You'll be responsible for developing high quality content and campaigns across the UK DRI's current and future digital platforms including the website, the intranet, external/internal newsletters, Slack and social media (X, LinkedIn) to increase visibility, engagement, and brand awareness. Through digital analytics/SEO and focus groups, you'll lead on development and optimisation of these channels as well as ensuring they meet the expected levels of accessibility, supporting the Institute's Equity, Diversity and Inclusion (EDI) values and ambitions.

What we offer

Salary

The salary band is in the range £42,099 - £50,585 per annum including London Allowance, based on skills and experience.

Probation

Appointments are subject to a probationary period of 6 months.

Hours of work

Full time, 36.5 hours per week; times of work are as determined by the line manager or Director.

As well as a competitive base salary and the exciting opportunities this role presents, we also offer great benefits, some of which are below:

- 41 Days holiday (27 days annual leave 8 bank holiday and 6 closure days)
- Additional 5 days' annual leave purchase scheme
- Single medical cover
- Group Life Assurance 4x base salary.
- Group Income Protection and Critical illness cover
- Season ticket loan
- Enhanced maternity, paternity and adoption pay
- Employee assistance programme
- Comprehensive programme of voluntary benefits

To apply

Please submit your CV and covering letter to; recruitment@ukdri.ac.uk for the attention of Alex Collcutt by **12pm (BST), Monday 29 July 2024**.

We anticipate interviews will be held w/c 12 August 2024. Our preference is for these to be in person (London offices) but will accommodate virtual if required.

For further information, or an informal chat prior to application, please contact Alex Collcutt, UK DRI Research Communications Manager (alex.collcutt@ukdri.ac.uk).

The role is available immediately and funded by the UK DRI until 31 March 2028 in the first instance, with likely extension dependent on successful quinquennial review.

Our commitment to Equity, Diversity and Inclusion

UK DRI promotes equality and is an inclusive workplace and aims to treat all employees, consultants and applicants fairly. It is our policy to provide employment equality to all, irrespective of:

- Gender, including gender reassignment.
- Marital or civil partnership status
- Having or not having dependants
- Religion or belief
- Race (including colour, nationality, ethnic or national origins)
- Disability
- Sexual orientation
- Age

We are opposed to all forms of unlawful and unfair discrimination. All job applicants and employees who work for us will be treated fairly and will not be unfairly discriminated against on any of the above grounds. Decisions about recruitment and selection, promotion, training or any other benefit will be made objectively and without unlawful discrimination.

Person Specification

| Criteria | Essential or Desirable | Assessment method (Application/Interview) |
|--|------------------------|---|
| Qualifications, experience, and knowledge | | |
| Undergraduate degree in Biosciences or a related area, or equivalent professional experience. | E | A |
| An understanding of the mission of the UK DRI, an interest in its research work and a commitment to supporting high quality research. | E | A/I |
| Significant experience generating science content for a range of audiences through digital communication channels including web articles, blogs, newsletters and social media. | E | A/I |
| Experience in creating / commissioning video content. | E | A/I |
| Experience in managing social media platforms. | E | A/I |
| Experience in using Content Management Systems (e.g. Drupal) and supporting the development of digital platforms. | E | A/I |
| Experience of analytics and reporting from digital platforms (e.g. google analytics). | E | A/I |
| Experience of using style and brand guides to implement a consistent visual identity across different media. | E | A/I |
| Experience creating visuals and graphics using software such as Canva / Photoshop. | E | A/I |
| Experience of GDPR compliance and Public Sector Accessibility Standards. | D | A/I |
| Experience of patient involvement and public engagement. | D | A/I |
| Skills and abilities | | |
| The ability to write and edit scientific material with excellent attention to detail and communicate complex scientific research clearly and concisely to both specialist and lay audiences. | E | A/I |
| Strong interpersonal skills and the ability to work collaboratively and build effective working relationships with people operating at different levels across an organisation. | E | A/I |
| Excellent project management skills including good time management, an ability to work proactively and manage multiple deadlines. | E | A/I |