**Marketing Communications Officer**

The Marketing Communications Officer supports the delivery of all EngineeringUK marketing and communications activities, including Tomorrow’s Engineers and the Big Bang. Reporting to the Marketing Communications Manager, you will work with colleagues across the communications team and EngineeringUK generally to deliver integrated and comprehensive marketing and communications plans.

Key activities:

* Implementation of marketing communications plans across all EngineeringUK programmes
* Digital marketing of The Big Bang Programme and Tomorrow’s Engineers
  + Creating e-marketing content and newsletters
  + Managing and processing subscriber data in line with GDPR
  + Creating online content, from copywriting to posting
  + Creating and editing multimedia content (images, clips etc)
* Development, production and dissemination of print collateral
  + Copywriting, editing and proofing collateral (flyers, booklets, banners etc)
  + Liaison with print and design agencies
  + Developing and delivering against distribution/direct mail plans
* Social media content development across all programmes and channels
  + Copywriting – news items, posts, blogs etc
  + Creating and editing multimedia content (images, clips etc)
  + Monitoring and analysing social media activity
* Support delivery of PR tactics and monitor media coverage
  + Social media activity to support press and PR activity
  + Monitor, collate and share media coverage
* Manage internal communication of campaign plans and activity, media coverage and industry news.
  + Use internal communication channels to share updates
  + Gathering news and information from across the organisation
* Undertake other tasks or duties as directed and required by the Communications team
* Work in line with EngineeringUK’s Quality Management System (QMS)
* Comply with EngineeringUK’s data protection policies at all times

The person:

**Essential**

* Excellent understanding and experience of social media for integrated marcomms
* Experience of creating content on CMS-based websites and email marketing platforms
* Experience of producing print and e-marketing collateral
* Experience of working directly with a design agency
* Experience of CRM and (subscriber) data management
* Confident communicator with excellent written and verbal communication skills
* Excellent organisational skills and attention to detail
* Self-starter with real ‘can-do’ and pro-active attitude.
* Energetic, resilient and resourceful team player
* Ability to fully engage with EngineeringUK values and be committed to achieving the organisation’s goals

**Desirable**

* Experience of working in a science, technology, engineering and mathematics (STEM) based environment
* Experience of marketing to schools and/or working on skills/education related issues
* Understanding of GDPR/data protection
* Experience of working with video editing and graphic design packages (eg. InDesign, Photoshop, Adobe Premiere)
* Experience of creating digital content with Umbraco
* Experience of creating e-marketing content in ExactTarget

[www.engineeringuk.com](http://www.engineeringuk.com)

[www.thebigbangfair.co.uk](http://www.thebigbangfair.co.uk)

[www.tomorrowsengineers.org.uk](http://www.tomorrowsengineers.org.uk)