**Job Description: Marketing and Communications Officer**

*The Nuclear Institute is a registered charity – and acts as the Learned Body and Membership Society for the Nuclear Industry. The Nuclear Institute conducts educational and outreach activities, organises events and conferences, produces a respected industry journal, and supports professionalism within the industry and of our members. The Nuclear Institute works closely with other organisations within the industry, as well as the Engineering and Science Councils which licence the Nuclear Institute to register professionals as Chartered Scientists and Engineers. The Nuclear Institute carries out these activities through the generous support of our volunteers, with a small headquarters team providing support.*

**Role description**

The successful candidate will be responsible for promotion of the Nuclear Institute, the professional body for the nuclear industry, to members, potential members, employers and the public. In tandem with the Events Manager and others you will support the events function through targeted campaigns, promotion of events across the NI digital platform, and creation of promotional materials for distribution at partner events and in print. The role requires exemplary written skills and a track record in content creation and editing as you will author the monthly NI e-newsletter as well as write, manage and proof the news and information sections of the renowned technical journal Nuclear Future.

**Main duties include:**

**Serving the NI and its members**

* Author the monthly NI newsletter and periodic email campaigns to recruit new members and promote awareness of the benefits of membership with the NI.
* Develop and manage the NI website, making sure it is kept up-to-date and writing new content across the site to constantly improve user experience.
* Manage the NI social media channels, including LinkedIn, Twitter and Facebook including organising for regular content from NI volunteers to be developed to post to the NI LinkedIn forum.
* Respond in a timely fashion to queries addressed to the Institute across a range of channels or prompt others to do so for more specialist queries.
* Liaise with NI CRM developers to help develop email function in new NI CRM platform (based on MS Dynamics)
* Create press releases regarding NI activities, events, and developments. Monitor and update NI press list.
* Provide support to the Editorial Committee including managing the committee meeting calendar, issuing invites, and drawing up draft agenda for the Committee Chair.
* Manage communications with the NI YGN and Women in Nuclear UK communications representatives and attend meetings of the network’s committees when possible.
* Attendance at major NI and other events, conferences and exhibitions to promote the NI. This will involve occasional UK travel (not more than 2-4 days per month).

**Promoting membership and events**

* Manage advertisements across digital and print to promote membership and events.
* Manage marketing materials and NI brand merchandise including liaising with designers to deliver new materials and ensuring appropriate levels of stock are held centrally and by NI branches and networks.
* With support from the Events Manager, develop marketing plans for NI conferences and events.
* Promote conferences and events through mailings, the NI website and social media channels.

**Serving the editorial function of *Nuclear Future***

* Organise delivery of content and creation of news material for the bi-monthly NI journal *Nuclear Future*. This includes editing, organising and editing the President’s column, authoring NI news sections, issuing calls for papers and ensuring in coordination with the Membership and Events teams that important updates are delivered to members.

**General**

* Contribute to overall NI business planning and marketing strategy.
* Support the Financial Controller in managing the marketing budget as appropriate.
* Other tasks to support NI operations as requested.

**Key skills**

***Essential***

* Prior experience of working in a marketing or event environment
* Ability to manage projects to deadlines and to manage a number of tasks simultaneously and autonomously
* Ability to coordinate and manage projects within a small team and with external contractors
* A confident attitude, willingness to learn, and enthusiasm to take on new tasks as needed
* Willingness and ability to work in a small team with minimal direction
* Excellent IT, written and verbal communications skills
* Experience of managing websites and creating and updating content.

***Desirable***

* Experience of writing promotional materials
* Experience working in Adobe Illustrator and Photoshop
* Experience using email marketing software e.g. Mailchimp
* Experience of working within a membership organisation
* Excellent customer service skills.

**Travel**

There will be travel and occasional out of hours working to support membership and events.

**Location:** Piccadilly, London

**Reporting to:** CEO

**Application Procedure**

Please send a CV (max 2 pages) and a covering letter outlining your particular suitability against the key skills required to [s.beacock@nuclearinst.com](mailto:s.beacock@nuclearinst.com).

The closing date is the end of the day on **21 April 2017**.