

## Communications Officer

**Location: Farringdon, London, with the option for flexible working (WFH up to 3 days a week)**

**£28,000 per annum plus pension contribution, a flexible benefits scheme and 28 days holiday.**

We are looking for a full time Communications Officer to join our small team at Understanding Animal Research (UAR).

The Communications Officer will work with the Digital Communications Manager to develop and execute UAR's social media strategy and create content for use across social media and our websites. They will be responsible for the day to day running of UAR's social media channels, as well as having the opportunity to develop creative assets and work on social media campaigns.

The Communications Officer will be responsible for the day to day running of the Concordat on Openness on Animal Research with supervision from the Head of Engagement and Communications. They will develop strong working relationships with key individuals at signatory organisations and offer support on behalf of UAR. The Communications Officer will also work with the Head of Policy and Media to carry out press office activities. They will source and promote animal research stories to journalists and news outlets in order to increase the reach of these stories.

The successful applicant will report to the Digital Communications Manager, as well as working closely with the Head of Engagement and Communications, and Head of Policy and Media.

## Job Description

### Social media and digital communications (50%)

Supporting the Digital Communications Manager primarily through ownership of UAR's social media channels and occasionally through content creation for UAR's websites.

- Day-to-day management of UAR's various social media accounts
  - Sourcing, creating, and publishing content for social media
  - Creating simple and visually appealing graphics for social media
  - Recording and analysing social media statistics
  - Working with the digital communications team to develop and execute UAR's digital communications strategy
  - Working within the digital communications team to create and plan campaigns and collaborative opportunities with UAR stakeholders
  - Working with colleagues to enforce UAR's social media policy and responding to comments and messages
  - Working with UAR's videographer to create video content for social media
  - Staying up to date with trends and the latest social media developments
  - Reporting UAR's social media progress to senior management
- Occasional digital communications responsibilities
  - Writing short articles and repurposing social media content for the UAR websites

- Developing newsletters, guidance, and updates for UAR stakeholders
- Assisting with UAR training workshops on how to talk about animal research online
- Covering UAR events live on social media

## Stakeholder engagement (40%)

Supporting the Head of Engagement and Communications by administering the Concordat on Openness on Animal Research in the UK, and occasionally offering support to UAR members and stakeholders.

- Day-to-day running of the Concordat on Openness
  - Keeping the CRM updated
  - Providing support to new and existing Concordat signatories
  - Working with the Head of Engagement and Communications to write and develop reports, guidance, and updates for Concordat signatories
  - Overseeing and administering Concordat signatories' annual returns
  - Working with the Digital Communications Manager to maintain and update the Concordat website
- Occasional stakeholder engagement responsibilities
  - Supporting UAR members with their communication activities
  - Building relationships with colleagues at stakeholder organisations
  - Organising and publicising UAR's training workshops
  - Assisting with the organisation and management of UAR events

## Press office (10%)

Supporting the Head of Policy and Media to promote animal research in the media

- Proactively engage with the media on stories related to the use of animals in research
  - Researching and pitching stories to journalists
  - Maintaining an up-to-date database of media contacts
  - Recording and reporting on media coverage
  - Developing guidance and briefings for UAR members

Supporting the organisation with any other tasks as needed.

## Skills and experience

### Essential

- Experience gained in understanding and communicating scientific theory and research
- Experience operating Facebook, Twitter, Instagram, and LinkedIn channels for a brand or company

- Experience creating content for use online, including Facebook, Twitter, and Instagram
- Strong communication and interpersonal skills, both written and oral
- Excellent organisational skills, time management, and the ability to prioritise workload across multiple projects
- Ability to communicate with different audiences including the scientific sector and lay audiences
- Ability to translate complex scientific concepts into easily understood material for a wide audience
- Ability to liaise with stakeholders and act as a representative of UAR
- A strong interest in scientific communications and social media marketing
- Good numerical and IT skills with knowledge of Microsoft Word, Excel, and PowerPoint
- Proactive
- Attention to detail
- Acceptance of the use of animals in research

### **Desired**

- Experience using software such as Canva and Photoshop to create simple graphics for use online
- Ability to engage in challenging and conflict-driven online conversations

### **Additional information**

The successful applicant will be subject to a three-month probationary period.

At UAR we observe core working hours of 9am – 5pm however, we do allow flexible working hours if required. Remote working is allowed but the successful applicant must be present in our Farringdon office for a minimum of two days a week.

On occasion, evening and weekend work and travel may be required and will be recompensed accordingly.