

Job Title	Marketing Communications Manager
Department	Communications
Reporting to	Senior Communications Manager
Contract	Permanent, full time
Salary range	£40,000 to £45,000 annually
Location	London with hybrid working (up to 60% remote working)

We are a not-for-profit organisation who are committed to increasing the diversity and numbers of young people entering into engineering and technology to meet the future workforce needs, as well as promoting roles that help us work towards net zero and drive environmental sustainability.

Can you help us drive change so more young people choose engineering and tech careers? Are you looking for a varied and rewarding marcomms role with a focus on corporate communications for an organisation that wants to inspire young people from all backgrounds? Do you have experience of getting business audience to engage with and even fund your work?

If you love creating campaigns and assets, enjoy SEO and analytics, are at home on socials (especially LinkedIn) and like the challenge of bringing people together and research to life, we'd love to hear from you.

[About us at EngineeringUK](#)

Our purpose is to drive change so more young people choose engineering and technology careers.

Our vision is that the UK has the workforce needed for engineering and technology to thrive, to improve sustainability and to achieve net zero.

Our mission is to enable more young people from all backgrounds to be informed, inspired and progress into engineering and technology.

In the UK, we don't have enough engineers and demand is going up. So, we need more young people to realise there could be a future for them in engineering and technology. To really thrive, we need a stronger, more diverse and representative workforce and for that we have to do things differently to make engineering more attractive.

We are a not-for-profit working with hundreds of organisations across business, education, professional institutions and the third sector so we can all grow the future talent pool together. We drive that collective effort through research and evidence, leadership, activities for schools and advocacy, with a focus on long-term sustainability.

We guided by a series of values that we apply to all our activity.

- **We are inclusive** and care about diversity. We understand that we have different needs and create opportunities for everyone's voice to be heard.
- **We are collaborative**. We listen, share and work in partnership to achieve our vision.
- **We are curious** and keen to learn. We challenge ourselves and others to innovate and experiment.
- **We are insightful**. We evaluate what we do and draw on research to make decisions and to improve our collective understanding.
- **We are driven** by a strong sense of purpose. We are determined to make an impact and achieve our goals.

About the role

In this role you will be responsible for the development and delivery of multichannel campaigns and a range of content creation. Your main focus will be our corporate audience, helping to drive business development and fundraising, Corporate Membership recruitment and engagement with and through The Tomorrow's Engineers Code.

You will also manage some of the design and dissemination of our

research and policy outputs as well as supporting on marketing communications to our schools audiences. You will work with communications colleagues and project teams to develop engaging content, compelling messaging and high impact campaigns that drive audience engagement with our offer.

The role is London based at our office at 10 Lower Thames Street, London EC3R 6EN and may involve some travel in the UK. We believe that hybrid working has many benefits and are pleased to offer flexible working with a baseline of 2 days (or 40%) a week in our vibrant central London office overlooking the Thames. We also offer core hours of 10am to 4pm. Further details on our flexible working practices can be discussed at interview or you can reach out to a member of our HR team.

Further details of the role can be found in the job description and person specification.

Person specification

Essential skills/competencies

- Proven experience of developing, planning and executing effective B2B marcomms campaigns, including monitoring, analytics and reporting against targets.
- Experience of promoting membership/sponsorship opportunities
- Experience of creating digital marketing content and managing design and production processes.
- A solid understanding and experience of digital communication methods, including CMS, social, e-marketing platforms, Google Analytics, SEO.
- Strong attention to detail, ensuring high quality outputs are delivered on deadline and to budget, including via external agencies.
- Commitment to our mission and values, you will be able to engage with our values and work in a way that supports our commitment to equity, diversity and inclusion.

Desirable skills

- Experience of schools/teacher-focused marketing communications.
- Conference speaker recruitment.

- An understanding of equity, diversity and inclusion challenges in the STEM workforce.
- Experience in the not-for-profit sector.

Education/level of experience

- A professional marketing or communications qualification is desirable but not essential for this role.
- This role would suit candidates with several years of solid marketing communications experience, ideally including some

EngineeringUK is committed to being an inclusive workplace, where everyone feels they belong. This is supported by the dedicated work we are doing to ensure our policies and practices are inclusive and that our staff are trained to be able to fulfil this commitment.

We value the benefits of a diverse workforce and encourage applications from people of all backgrounds and experiences. Our recruitment process is designed to be as accessible and inclusive as possible and to ensure people are individually assessed regardless of their backgrounds or characteristics. We are an equal opportunities employer and are open to flexible working, including job share.

Applying for this role

If you would like to request to submit your application in an alternative format to support accessibility, please let us know.

Please also tell us where you saw the job advertised in your email as we are tracking our applications.

The deadline for applications is before **16:00 on 21 September 2023**.

Interviews

Applications will be assessed against the requirements for the post as set out in the Role Profile and Person Specification.

We are a Disability Confident committed employer. We guarantee an interview to any disabled people who meets the minimum requirements of the role. Additionally, if there are any reasonable adjustments we

can make to make this process easier for you then we are happy to do so. Just complete the relevant sections of the online application form.

We aim to notify candidates who have been shortlisted on 27 September. If you have not heard from us after this date, please assume that you have not been successful.

First interviews will be held week commencing 2 October 2023.

What can we offer you?

- Competitive salary
- 28 days paid annual leave (plus bank holidays), in addition we normally close for the Christmas week
- Competitive pension (10% employer contribution)
- Annual bonus opportunity
- Flexible working is embraced
- A vibrant office with terrace overlooking the Thames embankment and Tower Bridge
- Employee Assistance Programme
- Life Insurance (4 x salary)
- Long term illness/incapacity insurance cover (permanent health insurance or PHI)
- Annual private health check for all employees over 40 once they have completed their probationary period and to employees over 35 after 3 years' service
- Discounted gym membership
- Yearly flu vaccination

