

# Communications and Digital Manager, ASDC

## Job Description

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

<b>JOB TITLE:</b>	Communications and Digital Manager of ASDC
<b>REPORTS TO:</b>	Dr Penny Fidler, CEO of ASDC
<b>CONTRACT:</b>	3 days a week (22.5 hours/week), minimum 2-year contract
<b>SALARY:</b>	£37K to £40K per annum: pro rata for 3 days
<b>LOCATION:</b>	The ASDC Office, Central Bristol
<b>DEADLINE:</b>	Deadline for applications: 23 February 2020

## The UK Association for Science and Discovery Centres (ASDC)

The UK Association for Science and Discovery Centres (ASDC) is the UK's vibrant national membership organisation that brings together the leading informal science engagement organisations in the UK, including the major science and discovery centres and science museums. Every year in the UK, 20 million people of all ages and backgrounds choose to engage with science at one of the UK's science and discovery centres or science museums. This equates to 385,000 people every week of the year who come to our centres to explore and delve into science in a hands-on, involving and personal way.

ASDC is an educational charity based in Bristol, with an active Board of Trustees from thirteen of the nation's leading science and discovery centres and engagement organisations. Our vision is for a society where people are intrigued, inspired and involved with the sciences. Our mission is to bring together the ASDC membership to advance the field and play a strategic role in the Nation's engagement with science.

To achieve this, we work in close partnership with staff at all levels in member Science and Discovery Centres and Museums, Environmental centres and organisations, Learned Societies, Research Councils, Government departments, industrial partners, and other educational and charitable trusts across the UK. ASDC is currently running national strategic programmes on Environmental Science and Climate, Space missions including a focus on UK Spaceports, social equity programmes, physics and engineering programmes, a national conference and a host of other projects and events.

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## Place of work

**As a very small team, please understand that only applicants who are happy to be based in the Bristol office for each day of the 3-day working week can be considered.**

## Job description

ASDC is seeking an exceptional, highly motivated, innovative and adaptable individual to appoint to the role of 'ASDC Communications & Digital Manager'. Working with the ASDC CEO, Deputy CEO and team, the person we appoint will need to have the talent, understanding and expertise to lead the communications of our small, fast-paced charity and strengthen our position and network across the informal science education and engagement sector.

The Communications & Digital Manager will be responsible for supporting the programmes and leading on the communications of our vibrant charity. This includes strategy level communications with funders and other stakeholders, celebration and promotion of our national projects and events (including the ASDC National Conference) and support and responsibility for ASDC member communications. They will need to fully understand and champion our vision and mission.

### Main tasks include:

- **Developing and delivering a communications strategy for ASDC**  
Working with the ASDC CEO, Deputy CEO, team, trustees and membership to lead the creation of a communications strategy that strengthens our leading position as the network promoting the nation's inspiration, engagement and involvement with the sciences. This work scheme will be largely digital.
- **Celebrating our National Impact**  
Celebration and wide dissemination of the impact and evaluation of our programmes and our network. This includes identifying and securing partnerships and opportunities that spread our organisational key messages further across and beyond the sector.
- **Event Communications**  
Coordinating and delivering the strategy to promote, share and celebrate ASDC events, such as raising the prominence and participation at the ASDC Annual National Conference taking place in Glasgow (September 2020).
- **Project Communications**  
Working with the ASDC team and centres and an external agency to disseminate the science, stories, resources and impact of our national strategic projects. The successful candidate will also take a leading role celebrating a multi-centre programme of science community festivals taking place in 2020. This includes being responsive and proactive in finding and sharing the stories of the many events across our member centres and bringing these together with a campaign that demonstrates the considerable impact of this programme of activity.
- **Management of Content**  
Creating, collating and distributing exciting, engaging and topical sector-relevant content across various digital platforms, that follows industry trends and is specifically targeted for various audiences, such as our science centres, senior stakeholders, funders, media and key influencers.
- **Managing external communications**  
This includes the ASDC website (CMS is Wagtail – training will be provided), newsletter, Twitter, Facebook and LinkedIn - and supporting the upskilling of the ASDC team.
- **Supporting our flourishing network**  
Supporting the sharing of latest knowledge, skills, ideas and best practice within our specialist interest and project groups, including establishing and supporting new digital channels required to connect professionals across the UK science engagement network.
- **Growing our membership**  
Reaching out to science centres and museums of all sizes across the UK and building new relationships with relevant organisations. The Communications and Digital Manager should gain an understanding of the external perceptions of ASDC, identify and establish any need for new digital channels for communication or online resources, and promote engagement with a wider network across our range of activities.

**Working within our supportive team and across our membership, we expect the successful candidate to not just limit themselves to delivering the tasks above but, in time, bring new ideas and turn these into reality.**

### **Person Specification**

This role requires someone who is highly motivated, quick thinking, pragmatic and action-focussed with a desire to make a difference. We are looking for passion and dedication for promoting our organisation, an individual who would relish the chance to be at the heart of a fast-paced, national charity, yet understands the constraints of a small team.

The successful candidate should be pro-active, personable and be able to get on easily with others, and confident to work both alone on their own initiative, and enjoy being part of a small, dynamic team. ASDC coordinates a national membership of over 60 organisations, so the ideal person must be happy to take an operational role in all the communications involved with our work.

### **Essential**

- Educated to degree level with a keen and demonstratable interest and understanding of STEM.
- A passion for the considerable strategic value of ASDC and our charitable work of widening access of learning and science.
- Exceptional understanding of the use of digital communication methods for different contexts, including channels or approaches that can support ASDC and our members to connect with new audiences.
- Considerable experience in a similar role involving content research and editing and managing organisational communications.
- Proven leadership skills and experience to lead the communications of ASDC, celebrating success and strengthening the network across the informal science education and engagement sector.
- An advanced knowledge of a range of social media platforms, with the experience and understanding to use them effectively to engage professionals across the UK and build and strengthen networks.
- Excellent communication ability (oral and written) including:
  - Confidence in engaging people in creative ways
  - Strong content creation and copywriting skills with a real attention to detail
  - Ability to work collaboratively with colleagues and external partners
- A general high level of computer literacy and experience to use a range of programs including:
  - Adobe Suite (particularly Photoshop, InDesign) and PowerPoint
  - Advanced knowledge of Microsoft Office
  - Experience of website editing and use of content management software
- Excellent organisation skills to juggle multiple deadlines and priorities alongside the ability to work well under pressure.

## Desirable

- Experience working in a not-for-profit or charitable organisation
- Be a highly motivated and efficient self-starter
- Educated to degree level in a STEM subject, or having worked in a STEM or STEM-related area
- Hold a postgraduate qualification or additional relevant training
- Hold considerable knowledge of the UK Science and Discovery Centre sector or experience working in a similar sector
- Personal hands-on experience working with marginalised families, youth or community groups

## Application process

This role is 3-days a week (22.5 hours a week) working in the Bristol ASDC Offices. We are also happy to consider your application if you have a preference of 22.5 hours across 4 or 5 days. These hours would need to be core office hours (between 10am and 5pm), based in the ASDC offices.

Please send an email attaching your CV along with a **one-page covering letter** that states why you would relish the opportunity to take this position, what you would bring to our organisation, and how your previous experience is relevant to this role. Your CV should include 2 referees. Applications without a covering letter will not be considered.

Your email with your CV and covering letter must be sent to the ASDC CEO Dr Penny Fidler. ASDC also works in partnership with a recruitment specialist Dawn O'Shea from CV Elite. Please therefore also send your covering letter along with your CV (including 2 referees) to [Dawn@cvelite.co.uk](mailto:Dawn@cvelite.co.uk).

**DEADLINE:** Deadline for applications: **Sunday 23<sup>rd</sup> February at 11pm**

**EMAILS MUST INCLUDE:** CV (including 2 referees)  
Covering Letter  
'ASDC Digital and Communications Manager' in the subject line

**EMAILS ADDRESS FOR APPLICATIONS:** [Dawn@cvelite.co.uk](mailto:Dawn@cvelite.co.uk)

**INTERVIEWS:** w/c Monday 2<sup>nd</sup> March 2020 (in Bristol)

I'm afraid we will be unable to respond individually to each application. Candidates selected for an interview will be asked to bring along a passport /proof of UK residence and original copies of qualifications. Only applicants who have a legal right to work within the UK will be considered.

**\*\* No recruitment agencies please\*\***