

# Careers at UCLB

Digital Marketing & Communications  
Executive Information Pack



# Introduction to UCL Business



## Anne Lane, CEO

I am delighted that you're interested in working at UCL Business Ltd (UCLB). As CEO, I am proud to work alongside such a talented, dedicated and diverse team, who are supporting the commercialisation of technologies that make a positive societal change.

UCL, as one of the leading universities in the UK for teaching and research, recognises the need to translate its exceptional research into commercial development for positive social and economic benefit. UCLB is the company charged with the responsibility for creating business partnerships, including spinout companies, licences, research collaborations and other similar transactional activity.

UCLB is recognised as a leading technology commercialisation company within the UK, and has an impressive and successful track record of creating licences and spinouts for more than 25 years. We are unique within the UK by being an independent, financially self-sufficient company with a strong history of making significant profits for UCL. The company relies on its experienced staff and we strive to create the maximum number of opportunities for technology growth.

We encourage an environment of enthusiastic involvement and entrepreneurship and we aim to attract people who are talented, motivated and interested in working here, where they can make a useful contribution – both as individuals and as part of the UCLB team.

We want everyone to be able to achieve their best work and for this to be an open, happy and productive environment so that the company can truly succeed.

# Introduction to Operations at UCLB



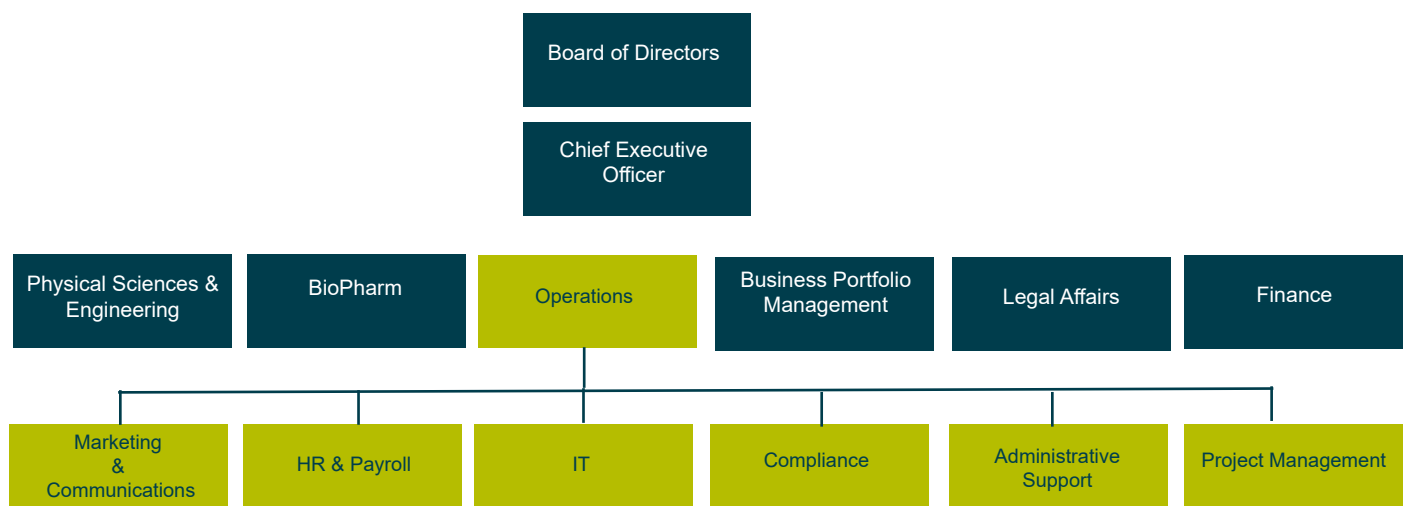
## Louise Hammond, Director of Operations

As Director of Operations, I am responsible for developing and implementing organisational strategies, policies and practices to maintain optimum efficiency. The team is an integral part of the business and comprises 13 people, spread across six teams:

Marketing & Communications, Project Management, HR & Payroll, Information Technology (IT), Compliance, and Administrative Support (including estates planning and Health & Safety).

Working within the Operations Team is varied, diverse and enjoyable, and there is always room for growth and development personally and professionally. We communicate and collaborate with many people across UCLB and UCL, as well as with external organisations and media outlets. We regularly meet for catch-ups where we discuss things outside the remit of work (like coping whilst we have been working from home), which is really important for creating a friendly, successful and supportive working environment.

The Operations Team is exciting and interesting, with no two days the same. The range of talent is diverse as is the remit of each person's role as we all work together to get the job done. We look forward to welcoming a new member to our team!



# Digital Marketing & Communications Executive

## About the opportunity:

An exciting opportunity has arisen to work as a fixed term Digital Marketing and Communications Executive at UCLB. Working with the Marketing and Communications Team, the post holder will play an active role in the delivery of Marketing and PR efforts for UCLB and its spinout companies, with particular emphasis on the digital marketing strategy for the business.

We are seeking an individual who can display a strong understanding of communications, branding and the digital marketing landscape, with proven experience managing social media profiles.

You will be proactive, display a solid work ethic, and possess the ability to manage many projects simultaneously.

The post is a fixed term appointment covering maternity leave starting on 1 March 2022 (or as soon as possible thereafter) and ending April 2023.

## What you need to have:

- Great attention to detail.
- Proven experience managing social media profiles and website management.
- Qualifications or relevant experience in marketing.
- Excellent organisational and time management skills.
- IT proficient, including WordPress, Adobe Creative Suite and Google Analytics.
- Excellent communications skills, with an ability to work collaboratively at all levels.

# Job Description

## Job Purpose:

The post holder will be a member of the Marketing and Communications Team, reporting to the Marketing and Communications Manager and assisting with the implementation of general and digital marketing activities including events, internal and external communication and public relation (PR) activities for UCLB and its spinout companies.

The role will undertake a variety of duties in a busy office environment and within the UCL environment, working independently, but with direction, whilst exercising judgement to prioritise tasks in order to meet the deadlines set.

## Duties and Responsibilities

### General Marketing:

- Assist with the implementation of all marketing activities including events, communication and PR activities for UCLB and its spinout companies.
- Maintain, follow and update the calendar of planned activities including assisting in the generation of marketing material as required by the plan.
- Assist in the production of all materials and the distribution of materials as required. This includes leading on the production of the UCLB Annual Review and creating short videos for use on the website and social channels.
- Co-ordinate with service providers to deliver marketing materials for UCLB and spinout companies, as required.
- Research and suggest ideas to promote and raise awareness of the UCLB brand.
- Attend meetings as appropriate and as required with ideas and suggestions for improvement.
- Provide marketing support to all areas and staff within UCLB to raise awareness of UCLB's services internally and externally.
- Work alongside the wider UCL communications teams, including UCL Innovation & Enterprise to grow awareness of UCLB's presence within the university.
- Liaise with the media teams from UCL, UCLI&E, UCLH, Royal Free Hospital, Moorfields Hospital and Great Ormond Street Hospital as required.
- Conduct market research and competitor analysis.
- Draft messages for the Senior Leadership Team at UCLB.

- Oversee the visual identity and tone of voice of the UCLB brand across print and online materials.
- Deputise for the Marketing and Communications Manager when absent.
- Provide marketing and communications support to UCLB's associated investment funds.
- Support the Marketing and Communications Manager in the co-ordination and sign off of PR activity.
- Liaise with UCLB's PR agency, as and when required, to enhance the media profile of UCLB.
- Ensure that the UCLB team are provided with all relevant brand materials.

### **Digital Marketing:**

- Develop content and continually review the UCLB website and its spinout company websites.
- Monitor the user journey of the UCLB website.
- Measure the effectiveness of digital marketing campaigns, using quantitative and qualitative techniques.
- Manage and post suitable content across UCLB's social media profiles and website.
- Act as the key point of contact for Business Managers with regards to all digital marketing.
- Ensure web related bugs are rectified promptly with our web developer.
- Compile regular reports on UCLB's digital performance.
- Ensure UCLB is kept at the forefront of digital marketing by suggesting ideas and solutions with regards to digital projects.

# Person Specification

## Essential criteria:

- GCSE (or equivalent) at grades A-C to include English and Maths.
- Experience of working in a demanding environment, either academia or industry. Demonstrating the ability to command the confidence of all those reliant on the effective delivery.
- Experience in planning and scheduling corporate social media content.
- Ability to deliver a number of projects simultaneously and be able to work to challenging deadlines.
- Enthusiastic and passionate about marketing.
- A reasonable understanding of marketing fundamentals with a desire to grow and succeed.
- Ability to think creatively, be flexible and prepared to take on new challenges.
- Proven experience of successfully organising events.
- Experience and proven ability in preparing and presenting reports that are clear, concise, accurate and appropriate for a diverse audience.
- Ability and experience of handling a challenging role with confidence, demonstrating initiative, self-motivation and attention to detail.
- Strong interpersonal skills with an ability to communicate confidently, intelligently and effectively.
- Able to communicate and deliver projects across teams working at various levels.
- Ability to demonstrate excellent organisation skills, being able to prioritise work and meet deadlines, and work independently without undue supervision.

## Desirable criteria:

- Suitable professional qualifications in marketing, events and hospitality, or equivalent experience.
- Experience of working in a demanding environment, either academia or industry. Demonstrating the ability to command the confidence of all those reliant on the effective delivery.
- Experience of managing corporate social media channels and website management.
- Proven experience of successfully organising events.
- Excellent IT skills (Microsoft Word, Excel, PowerPoint, Web searching).
- WordPress, VISME, Adobe InDesign and Adobe Photoshop skills.
- A flexible approach to tasks, travel and hours of work.

## What we offer



### Salary

The salary range is £29,000 to £35,000 depending on qualifications and experience. We operate a performance related pay (PRP) scheme under which employees can achieve up to a further 10% of gross annual salary based on agreed targets, both personal and company based.



### Hours of Work and Flexible Working

The normal hours of work are 35 hours per week. Hybrid working applies to this role, we offer you the flexibility to choose where you work with a minimum of two days per week in the office.



### Pension

We operate two defined benefit pension schemes - SAUL for new employees and USS for any employee joining within one month of leaving the USS scheme.



### Holidays

We have a generous annual leave entitlement of 25 days a year plus public holidays and a further 6 days leave spread over Christmas and Easter. You can also buy up to an additional 5 days holiday each year.



### Health and Wellbeing

Your wellbeing is important to us. We have Wellbeing Champions, a confidential employee assistance programme, cycle and season ticket loans, fruit in the office, discounted gym memberships and we will pay for the cost of your eye test. In addition, you are able to access voluntary healthcare schemes offered by UCL.



### Learning and Development

We support continual personal and professional development by supporting in-house and external training and covering the cost of professional subscriptions and memberships.



### Other Benefits

Access to discounts, employee savings scheme, enhanced parental leave pay, summer and Christmas events along with regular social activities.



# How to apply

If you would like to apply for the role, please visit the following link: <https://bit.ly/3pHZWbE>

Applicants will be shortlisted based on the extent to which they meet the competencies required for the role via their application.

In your application statement you will be expected to succinctly explain how you meet each of the key requirements for this role, giving examples that clearly demonstrate your skills, knowledge and experience.

If you have any questions regarding the application process, please email Danielle Gouldson at [jobs@uclb.com](mailto:jobs@uclb.com).

The closing date for applications is 13 February 2022.

Please note we will disregard any applications which do not contain a completed statement and CV. You are advised to submit your application as soon as possible as we reserve the right to close the advertisement once we have received sufficient applications.

Only shortlisted candidates selected for interview will be contacted on or before 18 February 2022.