

Careers at UCLB

Content Executive Candidate 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 recognised as a leading technology commercialisation company within the UK, and has an impressive and successful track record of creating licences and spinouts based on UCL's intellectual property for almost 30 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. Despite the challenges of COVID-19, UCLB has continued to experience exceptional success, raising £1.7 billion of external investment in the last three years, and supporting the creation of 6 new spinouts in 2021.

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



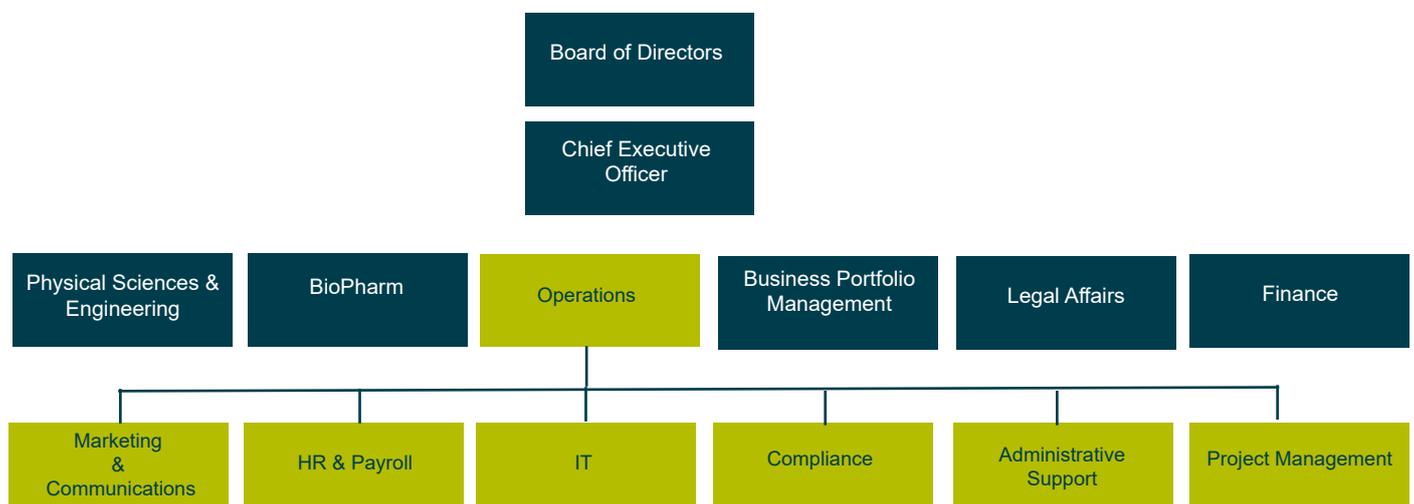
Louise Hammond, Director of Operations

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 15 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!



Content Executive

About the opportunity:

Do you like copywriting? Are you a great storyteller? Can you interpret the benefits of scientific inventions into engaging and impactful content? An exciting opportunity has arisen to work as a Content Executive at UCLB.

2023 marks our 30th anniversary, so it's the perfect time to make an impact with getting our message out to the world.

This is a diverse role, and your days will be varied, it can be filled with planning, writing, creating, proofreading, and editing content for our website, publications, and case studies. You will be comfortable interviewing some of the brightest minds at UCL and help to shape, write, and produce high-quality content that can be distributed and shared across various media channels.

What you need to have:

- Experience in content and copywriting, preferably in a science or financial organisation.
- Enjoy translating scientific information into an accessible manner.
- Excellent at storytelling.
- A meticulous eye for detail.
- Ability to work collaboratively.
- Experience of handling a challenging role with confidence, demonstrating initiative and self-motivation.
- Be a confident communicator who enjoys talking with people and learning new things.
- Work will be varied and fast-paced, requiring initiative, autonomy, and creativity.
- Qualification or proven experience in marketing or communications.

What we offer



Salary

The salary range is £35,000 to £40,000 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.



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.



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.



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 or the cost of your eye test. In addition, you are able to access voluntary healthcare schemes offered by UCL.



Pension

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



Other Benefits

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



Job Description

Job Purpose:

The Content Executive will be a member of the Marketing and Communications team, reporting to the Head of Marketing (HoM). The post holder will be key in delivering the marketing and communications plan for UCLB and building on our reputation as a world leading technology transfer office (TTO).

Key Responsibilities:

- Copywriting, editing and producing a variety of content for online and printed media.
- Implement a content strategy to identify and forward plan relevant content pieces.
- Have strong organisational and editorial skills, with the creative ability and imagination to develop new concepts and frameworks in collaboration the HoM.
- Work with the Digital Marketing & Communications Executive to ensure brand consistency and ways to optimise website SEO.
- Collaborate with our external agencies to create, design, and develop publications.
- Build relationships with internal UCL communication teams.
- Work with our external PR agency to review and approve content for external audiences.
- Plan creative and engaging content showing our impact and benefit to society.
- Raise UCLB's profile internally at UCL and externally as a TTO.
- Provide communications advise, support and guidance to teams within UCLB and deliver their communication requirements.
- Work with the Events Manager to write briefing notes and speeches for people participating in our events. This includes attending briefing meetings prior to the event.

Person Specification

Essential criteria:

- Educated to a minimum of A-level or possess equivalent professional communications experience.
- Demonstrable experience of producing a variety of communication materials for all channels.
- An understanding of working within a science or financial organisation.
- Excellent verbal and written communication skills.
- Excellent presentation skills.
- Strong organisational skills, being able to manage multiple projects at the same time.
- Has the ability to work under pressure calmly and effectively, and to tight deadlines.
- Strategic thinker, with the ability to prioritise.
- Extremely comfortable in a fast-paced environment.
- A proactive self-starter.
- Excellent ability to build strong working relationships across a diverse range of functions.
- Personable, with the ability to influence and gain the trust and respect of people at all levels quickly.
- Able to problem solve/be reactive when required, proactively takes initiative by being able to identify problems, research and evaluate options creatively and innovatively.
- Excellent IT skills (Microsoft Word, Excel and Powerpoint).

Desirable criteria:

- Suitable professional qualifications or a degree in Marketing, Journalism or English.
- Experience of using WordPress, Visme and Adobe Creative Suite.
- A flexible approach to tasks, travel, and hours of work.

How to apply

If you would like to apply for the role, please visit the following link: [Content Executive](#)

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 Nadiya Ahmed at jobs@uclb.com.

The closing date for applications is 12 March 2023.

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 20 March 2023.