



Decoding Living Systems

Head of Communications

RECRUITMENT PACK



Introduction.

Thank you for your interest in the role of Head of Communications at the Earlham Institute (EI).

The Head of Communications leads the Earlham Institute's communications and public engagement activity by developing and delivering highly effective strategies, aligned to organisational priorities and programmes.

You will have overall responsibility for coordinating and measuring the impact of activity across media relations, public engagement, internal communications, brand, multimedia, digital, and social media.

As the most senior communications professional, you will devise and implement multi-channel approaches and manage a busy, multidisciplinary team to help build the Institute's reputation as a leader in genomics and computational science.

From our social media accounts and news stories to the physical building itself, you will develop and promote a clear, coherent, and consistent brand that is recognised, locally, nationally, and internationally. You will be expected to model the organisational values, research culture and be able to clearly explain our vision and mission, and support others to find their own ways of doing the same.

You will work closely with our staff, students, funders, partners, and other stakeholders to maximise the impact of our work, simultaneously enhancing our reputation, supporting the delivery of strategic objectives, and providing expert communications advice and incident response experience.

Applications from those seeking part-time or flexible working arrangements are welcomed.

Starting salary:
£55,500 - £69,250

Post No: 1004826

Contract length: Permanent

Hours per week: 37

Department: Communications

Closing date: 31 January 2025

Interview date: 18 February 2025

Ideal start date: 3 March 2025

How to apply

[earlham.ac.uk](https://www.earlham.ac.uk)



Who we are.

The Earlham Institute is a hub of life science research, training, and innovation focused on understanding the natural world through the lens of genomics.

Embracing the full breadth of life on Earth, our scientists specialise in developing and testing the latest tools and approaches needed to decode living systems and make predictions about biology.

The Earlham Institute is based within the Norwich Research Park and is one of eight institutes that receive strategic funding from UKRI Biotechnology and Biological Science Research Council (BBSRC), as well as support from other research funders.

[earlham.ac.uk](https://www.earlham.ac.uk)



The Earlham Institute is a registered charity (No.1136213), strategically funded by the Biotechnology and Biological Sciences Research Council.



Our vision and mission.

We are building a future where the biology of any organism can be understood by analysing its genome.

The Earlham Institute's mission is to decode the scale and complexity of living systems so we can understand, benefit from, and protect life on Earth.

Bringing together multi-disciplinary expertise in the life sciences with engineering, computational science, and biotechnology, we are:

- Answering fundamental and important biological questions
- Pioneering the development of new technology and enabling resources
- Using our unique skills, knowledge, and infrastructure to address global challenges
- Training the next generation of scientists and upskilling the community
- Collaborating with academia and industry to realise the impact of our science
- Engaging with policy makers, the public, and stakeholders about our science

To read more, see

[earlham.ac.uk/our-vision-and-mission](https://www.earlham.ac.uk/our-vision-and-mission)



Our commitment to Equality, Diversity, and Inclusion.

The Earlham Institute is strongly committed to being a force for change with reference to furthering Equality, Diversity and Inclusion. We welcome applications from anyone regardless of ethnicity, heritage, disability, gender, sexuality, religion, socio-economic background or other differences.

We are committed to inclusive working practices.

During the application process we commit to:

- paying for childcare and care costs whilst you are at interviews
- paying for your travel costs to the office and back for interviews
- making any reasonable adjustments – for example ensuring we have a sign language interpreter organised in advance if you'd like them
- providing this document in a Word document format readily available to download
- offering a guaranteed first stage interview for disabled candidates who meet the minimum requirements for the role.

You can find more about our commitment to Equality, Diversity, Inclusivity and Accessibility on website.

If there is anything else you are concerned about or think we could provide, please let us know.



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Research strategy.

To achieve our mission and vision we have set out strategic research themes to accelerate life science research, deliver global societal impact, and put the Earlham Institute at the forefront of advancing knowledge in the area of data-intensive biological research.

We have four Strategic Research Themes, and sitting alongside these, a commitment to our people, recognising the importance of our community and workplace culture in achieving success:

- Data Intensive Bioscience
- Technology Development
- Systems and Synthetic Biology
- Addressing Urgent Global Challenges
- Supporting our People

This strategy provides a focus for our efforts but is not designed to be all-encompassing, recognising the value of curiosity-driven science and the need to be agile so we can exploit new opportunities as they arise.

For more on our research strategy and commitment to our people see:

earlham.ac.uk/our-strategy





Our culture.

The Earlham Institute can only achieve its objectives if individuals have the right environment, opportunities, and encouragement to grow and develop.

Every member of staff and every student has a role to play, which is why our culture is one of the most valuable assets we have.

Our success is founded on a culture defined by six core values.

To read more, see earlham.ac.uk/our-culture

Openness - we promote the dissemination of knowledge and distribution of data and software tools by following open and transparent data-sharing policies that are embedded in EI's research programmes.

Technical Excellence - we're committed to continuous improvement and expect everyone to work to the highest standards of quality.

Developing and Rewarding Talent - we aim to recruit, train and retain highly skilled and talented people, with our alumni acting as ambassadors for the Institute.

Innovation - we develop and apply novel, state of the art technologies to deliver innovative approaches.

Collaboration - we work collaboratively, internally and externally, through mutual respect and openness.

Equality, Diversity and Inclusion - we recognise the value of diverse workplaces, with a commitment to creating fair and welcoming environments for everyone.



Operational division and key relationships.

The Operations Division provides support across all our main activities and infrastructure, allowing us to deliver world-class science.

Keeping everything running smoothly, Operations brings together specialists from four groups to ensure we are well placed and supported to stay at the forefront of the life sciences. The Groups are Communications, Operations and Laboratory Management, Advanced Scientific Training, and Business Development and Impact. The Divisions also works closely with all corporate service Teams provided by as shared service provider for HR, Finance, Corporate Computing, Scientific Computing Procurement, and Facilities Management to ensure the Institute can operate effectively.

The Communications team has a focus that spans the scientific and marketing communications landscape. We work across digital, creative design and public relations to communicate our research to a range of audiences both locally and internationally. The latest technology, data analytics and media monitoring tools are used to stay up to date in the exciting world of modern biology.

You can follow us on social media and explore our website to find out more about the work that we do.

earlham.ac.uk



Internal

Reporting to the Senior Operations Manager (Deputy Chief Operating Officer) and part of the Senior Management Team, the Head of Communications will work closely with all members of the Executive Team, Group Leaders, Heads of Support Function, and other senior managers across the Institute and our shared service provider (NBIP). They will also work closely with our Head of Public Affairs. They will work across EI's staff and students and visiting scientists. The Head of Communications will also produce quarterly reports on their Group's activity for the Board of Trustees.

External

Key external relationships include comms and public engagement peers across the Norwich Research Park and UKRI/BBSRC family, comms and PE professionals working in partner organisations, and local community groups with a relevant link to our work. Strong relationships are needed with local media and journalists covering science for national and trade media. Key audiences include our funders, the general public, and educational organisations. They will also be involved in hosting and managing visits for VIP guests and general public open days.

Other

Conference and exhibition organisers, collaborators on outreach activities, and their communication and media staff.

Main activities and responsibilities.

Communications and Public Engagement strategy

Understand the Institute's mission and strategic objectives and develop a comprehensive strategy to help deliver against these; set a strategy and delivery model to consistently communicate the outputs and impact of EI's research, our technology platforms, and our culture which is suitable for target audiences and across all media platforms; support the Institute with key reporting material for good governance, annual reports and annual grant reporting cycles; manage relationships with key stakeholders, partners, and freelancers; ensure communication systems comply with GDPR requirements.

Leadership and management

Lead and manage the Communications Group to promote a clear, coherent, and consistent internal and external brand, which is recognised regionally, nationally, and internationally; as a member of the Senior Management Team, produce clear and consistent reports to inform the SMT of key achievements, priorities, and risks; identify development opportunities for team members and support them in horizon scanning, best practice, and the adoption of new technologies or approaches in their respective areas of expertise.

Website and social media

Work with the Digital Media and Website Manager, our digital agency, and other digital specialists to ensure the Earlham Institute's website (and any subsidiary websites) and social media channels help to deliver against strategic goals, communicate the strategy and brand, our culture, meet the needs of users, and comply with security, privacy, and accessibility standards; monitor content performance and user experience; maintain a watching brief of best practice in website and content design and structure; keep abreast of social media platforms or trends and new opportunities for communicating key messages to target audiences.

Internal communications

Deliver internal communications to enable effective engagement of all staff and students with the strategic objectives of the institute; advise and support research groups and operational leads in delivering their own internal projects.

Media relations and incident response

Oversee the planning and delivery of proactive and reactive media relations activity; understand the research activity of groups at the Institute, technical platform marketing requirements, and identify opportunities to promote their activity; advise EI Executive Directors and senior team on media handling; oversee the provision of media training and provide on-the-ground advice and support for interviews or events where the media may be present; regularly review the business continuity incident communication plans and management approach and related systems, including testing or scenario planning.

Brand identity and marketing

Oversee the consistent adoption of brand guidelines across all channels, and digital and physical assets. Assist staff/students, collaborators and partners to adopt a consistent brand by providing media templates; provide advice on the development of new or refreshed brand assets to avoid loss or dilution of the core brand identity oversee the development and delivery of high-quality creative communications and marketing materials that align to the brand; lead the design of marketing materials to assist our technical platforms reach their target audience effectively.

Other

Develop and oversee the successful delivery of a communications strategy for Earlham Enterprises Ltd; contribute public relations and event expertise in wider stakeholder engagement activity, including MP visits, training and event support, and attendance at conferences; as agreed with line manager, any other duties commensurate with the nature of the role.

Person specification.

Education and Qualifications

- Educated to degree level in a relevant subject to the Head of Communications role at the Institute.

Specialist Knowledge and Skills

- Communications strategy development, implementation, and measurement.
- Knowledge of the academic or research environment.
- Knowledge of public engagement with science or other technical field.
- Experience of telling stories across a range of digital channels.
- Knowledge of content management systems, publishing tools, surveys, and newsletter publishing.
- Budget management.
- Internal Communication strategy development and practical application.
- Knowledge of marketing approaches for a range of key stakeholders.

Relevant Experience

- A track record of successfully delivering impactful communications strategies with measurable outcomes in an academic, public sector, or third sector organisation.
- Experience in communicating complex ideas to different target audiences, e.g. ranging from scientists to the public.
- Practical experience in using different approaches to communications across all mediums.

- Experience in managing high profile media stories or campaigns.
- Proven ability to manage communication channels to effectively communicate the organisation's outputs and key messages. Stakeholder management experience.

Management and Leadership

- Experience in managing a team and motivating staff to deliver a high standard of work.
- Successfully developing and maintaining fruitful relationships with diverse stakeholders, including the public.

Interpersonal and Communication Skills

- Exceptional written and verbal communication skills.
- Highly effective influencing skills.
- Ability to coach and/or brief staff for media interviews.
- Excellent interpersonal and relationship-building skills.

Additional Requirements

- Commitment to promoting the Earlham Institute's core values of inclusion, diversity, equality, and accessibility.
- Willingness to travel, nationally and internationally, and to work outside of normal office hours on occasion and as the role demands.
- Able to present a positive image of self and the Earlham Institute.
- Attention to detail.



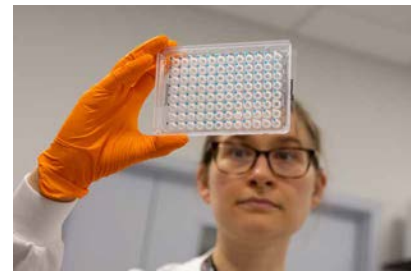
Research environment.

We are home to state-of-the-art facilities and technology, creating a unique combination of expertise and infrastructure.

We have dedicated laboratories for genome sequencing, single-cell analysis, engineering biology, and large-scale automation; as well as one of the largest supercomputing facilities for life science research in Europe.

The Earlham Institute champions 'team science'.

Our collegiate and innovative research environment comes with significant support, including a commitment to your professional development, research and administrative assistance, and opportunities to build collaborations with scientists and industry on the Norwich Research Park, across the UK, and internationally.



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Life at Earlham.

People and culture

Our success relies on each individual achieving their potential.

We do this by striving to create an environment where everyone feels meaningfully connected to their work, colleagues, and the wider mission of the Institute.

Through a diverse programme of training and support, regular feedback and reflection, committees and working groups, and a commitment to learning and improving, we constantly strengthen our work culture and identify opportunities for improvement.

Championing Equality

We are committed to building and maintaining a workplace that treats every individual with dignity and respect.

By taking an active approach to fostering inclusivity, diversity, equality and accessibility, we will empower our community to achieve more.

The Earlham Institute's Inclusivity, Diversity, Equality and Accessibility (IDEA) Committee brings together people from all levels and areas of the organisation to advise on, and assist with, the development and implementation of the IDEA strategy at EI.

Family Life

The Earlham Institute offers a supportive working environment for parents and carers, with policies, initiatives, and facilities to help you manage both your career and caring commitments.

From priority places at an on-site nursery to flexible working patterns, we work with each individual to try and help them achieve the right work/life balance.

Pay and Benefits

Come to work in a beautiful part of the UK, where you can enjoy the vibrant and historic city of Norwich while benefiting from having the Norfolk broads and picturesque coastline on your doorstep.

We'll offer a competitive salary, attractive pension, and a range of benefits, including:

- Flexible working arrangements
- Generous annual leave entitlement, along with public holidays and privilege days
- Voluntary Employee Benefits Scheme
- Discounts and special offers for staff
- On-site sports and leisure facilities, including the Rec Centre and swimming pool
- Mentorship, training and development opportunities.



Norwich Research Park.

We are partner Institute of the Norwich Research Park.

Situated on a campus that stretches across 1 kilometre, the Norwich Research Park is a world leading location for research, innovation and business.

The park is home to six research organisations: the Earlham Institute, John Innes Centre, The Sainsbury Laboratory, the Quadram Institute, the Norfolk and Norwich University Hospital, and the University of East Anglia.

For more on Norwich Research Park see:

norwichresearchpark.com



Living in Norfolk.

Norwich is an historic city with a rich culture of art, literature, and sport. This 'city of stories' is also a hub of research excellence - home to some of the leading scientific centres in the UK.

With regular trains to Cambridge and London, plenty of city bus routes, and an international airport, the city is well-connected. Consistently voted as one of the best places to live and happiest places to work in the UK, you're sure to fall in love with Norwich and create your own stories here.

earlham.ac.uk/living-norfolk



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