



## Consultant (Marketing and Communications)

### General Overview

We are looking for a dynamic individual to join our team to fill a specialist marketing and communications role supporting the delivery of a diverse range of research and innovation projects. Our portfolio includes EU-funded collaborative projects, international innovation support and commercial consultancy.

### About Beta

Beta is a privately owned, knowledge-based company. Over the last 40 years, it has delivered innovation and knowledge transfer projects, successfully interfacing with academia, industry, and policymakers at a national and international level. Working across multiple sectors, including automotive, metals, health, environmental science, agriculture, rail, and space, Beta is results-driven and a proven catalyst in successfully transferring research outputs to industry.

Our core areas of expertise are:

- Enabling innovation, including facilitating industry-academia collaborations and the commercialisation of research.
- Facilitating access to UK and European research and innovation funding.
- Stakeholder engagement, including communications and the dissemination of research results.
- Project and programme management for both public and private sector clients.

The company has a core staff of eight plus associate consultants.

### The Role

We are looking for an experienced marketing and communications consultant to support the delivery of our portfolio of EU research and innovation projects. The projects are predominantly in the health sector, but the successful candidate should be agile and able to apply their expertise across multiple sectors. The role includes planning, coordinating, and implementing marketing and communications activities for the projects to successfully engage a diverse audience, including policymakers, funders, industry, and academia.

## Responsibilities

- Develop strategies and plans for effectively communicating and disseminating project results to key stakeholders and lead the implementation of associated activities.
- Manage and develop content for communication and dissemination activities, such as brand development, social media campaigns, press releases, podcasts, videos, written media (brochures and policy briefs) and websites.
- Develop and manage stakeholder engagement events (virtual and in-person), including identifying speakers.
- Manage external suppliers and procure support services such as video production and website development.
- Represent Beta at consortium meetings, including presenting updates on activities.
- Support the reporting of dissemination, communication and exploitation activities, including gathering information from project partners.
- Support the company's business development activities as required, including identifying new opportunities and contributing to developing project proposals /funding applications.

## Competencies

- Minimum of bachelor's degree or equivalent in a relevant subject.
- Experience (minimum of 10 years) in managing marketing and communications activities (including events), ideally related to research/EU grant-funded activities.
- Proficient use of Microsoft Office, other software packages, e.g. Adobe Creative Package and WordPress, and social media platforms.
- Experience in business development.
- Excellent interpersonal, teamwork and negotiation skills.
- Strong communication and comprehension skills.
- Demonstrable creativity and problem-solving ability.
- Self-motivation.
- Presentation and report writing skills.
- Decision-making skills.
- Ability to multi-task and effectively organise and manage own time/activities.
- Experience in identifying and managing external suppliers.



- Willingness to travel, including overseas.

### Terms and Conditions

The role will be subject to successfully completing a six-month probationary period.

The role will report to a company director and involve working both from home and from the Beta office in Doncaster. The frequency of working in the office is negotiable but likely to be two to four times a month.

The post is offered full-time (35 hours per week), working five days per week with seven hours per day. However, we may consider requests for part-time work (minimum 0.8 FTE).

The salary is competitive and depends on experience, in the range of £30k - £40k.

This post is open to secondments from other organisations (subject to meeting our funding obligations).

### The Recruitment Process

Address written applications and any enquiries to:

Jayne Evans, Director, Beta Technology ([jayne.evans@betatechnology.co.uk](mailto:jayne.evans@betatechnology.co.uk)).

**The deadline for applications is 12:00 noon, Tuesday 28<sup>th</sup> May 2024.**

The application should consist of a CV and a cover letter detailing how you would approach the role and how your experience/qualifications meet the range of competencies required. The CV and the cover letter should be no longer than three sides of A4. As part of our recruitment process, we will ask shortlisted candidates for two references and proof of eligibility to work in the UK.