

# The Alan Turing Institute

## MARKETING OFFICER

### THE ALAN TURING INSTITUTE

There has never been a more significant time to work in data science and AI. There is recognition of the importance of these technologies to our economic and social future: the so-called fourth industrial revolution. The technical challenge of keeping our data secure and private has grown in its urgency and importance. At the same time, voices from academia, industry, and government are coming together to debate how these technologies should be governed and managed.

The Alan Turing Institute, as the UK's national institute for data science and artificial intelligence, plays an important part in driving forward advances in these technologies in order to change the world for the better.

The Institute is named in honour of Alan Turing, whose pioneering work in theoretical and applied mathematics, engineering and computing is considered to have laid the foundations for modern-day data science and artificial intelligence. The Institute's goals are to undertake world-class research, apply its research to real-world problems, driving economic impact and societal good, lead the training of a new generation of scientists, and shape the public conversation around data and algorithms.

After launching in 2015 with government funding from EPSRC and five founding universities, the Institute has grown an extensive network of university partners from across the UK and launched a number of major partnerships with industry, public and third sector. Today it is home to more than 500 researchers, a rapidly growing team of in house research software engineers and data scientists and a business team.

## BACKGROUND

The Marketing Officer role is part of the Communications and Engagement Directorate, reporting into the Senior Marketing Manager. This role is positioned to drive forward marketing innovation, social media content and aid collaborative ways of working between the Events, Engagement, Communications and Marketing teams in order to meet campaign objectives.

## ROLE PURPOSE

The Marketing Officer is responsible for delivering a dynamic content strategy across our digital platforms, in support of the Senior Marketing Manager. The role holds a key position enhancing, marketing content across our events programme, including flagship events Turing Lectures and our annual showcase AI UK as well as brand-level campaigns demonstrating the Turing's impact, Institutional values, and research ambitions.

## DUTIES AND AREAS OF RESPONSIBILITY

- Assist the Senior Marketing Manager shape, manage, deliver and evaluate the Institute's social media content
- Consult the wider Turing community to shape the content strategy, ensuring it is a strategic and impactful mechanism aligned to the Turing's vision
- Design, manage and innovate with the Institute's events newsletter, growing the subscribers
- Be able to communicate complex data science and AI issues to a range of audiences
- Coordinate with the Senior Marketing Manager, day to day marketing activities
- Organise the creation, production and distribution of marketing materials that amplify the Turing's impact
- Coordinate the event's digital design and marketing timeline, optimising efficiency and collaboration with events, marketing and design
- Ensure relevant actions from the EDI action plan are embedded within activities by working closely with the EDI Officer
- Ensure GDPR compliance
- Understand and follow internal legal and financial processes i.e. contracting with third party suppliers
- Overseeing the performance of various marketing campaigns and event marketing campaigns
- Conducting market research to identify audience preferences
- Discussing and implementing promotional activities and campaigns

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- Creating reports on the statistics and trends across various digital platforms
- Liaise with Digital Editor on marketing assets and website content
- Coordinating and maintaining an annual marketing calendar
- Monitoring and evaluating performance of marketing campaigns
- Create compelling content for social, webpages, and newsletters
- Contribute to the creative development of campaigns, identifying and scoping new trends
- Create and drive temporary working groups as required to socialise new/individual projects and campaigns

Please note that job descriptions cannot be exhaustive, and the postholder may be required to undertake other duties, which are broadly in line with the above key responsibilities. This job description is written at a specific time and is subject to changes as the demands of the Institute and the role develop.

 <b>Skills and Requirements</b> Candidates/post holders will be expected to demonstrate the following	<b>Essential (E)</b>  <b>Desirable (D)</b>	<b>Tested at application(a)</b>  <b>Tested at interview (i)</b>
<b>Education</b>		
Degree /qualification or equivalent experience in events management or marketing/communications	E	A
Qualification or equivalent experience in project management	D	A
<b>Knowledge and Experience</b>		
At least two years' coordinator-level experience in marketing (including social media management) and both in person and online events	E	I
Previous roles in the HE or technology sector	D	A, I
Proficient knowledge of online event and marketing platforms, including Eventsforce, Zoom, Streamyard and Slack	D	A, I
Previous experience in organising/supporting complex marketing campaigns	E	A, I
Interest and/or knowledge of hybrid event technology	D	A, I
Track record of delivering events that achieve impact and that were evaluated against their objectives	E	A, I
Previous experience managing multiple projects	E	I
Ability to create compelling marketing campaigns and translate scientific material	E	I
Track record of providing proactive strategic support and guidance to external partners as it pertains to events and engagement	D	A, I
Previous experience using a CRM	E	A
Proven track record of teaching others to use new systems and processes	D	A, I
Adept at quickly building productive working relationships, specifically with temporary teams and/or external suppliers and agencies	E	A, I
Experience in designing and managing an events newsletter, growing the subscriptions	E	I
Experience in creating reports from multiple data sources / platforms	E	I
<b>Communication</b>		
Excellent communication skills with the ability to adapt to different audiences, as appropriate	E	A, I
Consultative, with the ability to influence and secure buy-in from a diverse group of stakeholders, especially at senior level	E	I
<b>Teamwork and Motivation</b>		
Able to work effectively as part of a team, providing support to others where required, with an approachable and flexible attitude towards work	E	A, I
<b>Liaison and Networking</b>		
Experience in active collaboration and promotion of collaborative achievements and networking within the organisation to share knowledge	E	I
Proactively seeks to build relationships internal and external to the Institute	D	I

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<b>Service Delivery</b>		
Proactive in identifying trends and recommending changes to improve service	E	I
Ability to analyse stakeholder requirements and provide a high level of service	E	I
<b>Planning and Organising</b>		
Able to prioritise own workload effectively and working to deadlines	E	A, I
<b>Other Requirements</b>		
Demonstrable commitment to EDI principles and to the Organisation values	E	I
Flexible attitude towards work, willing to adjust regular working hours for events	D	I

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## OUR VALUES

The Alan Turing Institute is committed to equality diversity and inclusion and to eliminating discrimination. All employees are expected to embrace, follow and promote our [EDI Principles](#) and Our Values.

### Our values

- Trust**  
We create an environment where we have trust and can be trusted
- Inclusivity**  
We expect our Turing community to contribute to a culture that is inclusive and free of barriers
- Respect**  
We all have different roles, priorities and challenges but our shared purpose is the same
- Leadership**  
Leadership is everyone's business; Turing leaders set the right tone and lead by example
- Transparency**  
Everyone should understand the how and the why of our decisions and actions
- Integrity**  
We are all ambassadors for the Turing's mission of changing the world for the better

## APPLICATION PROCEDURE

If you are interested in this opportunity, please click the apply button below. You will need to register on the applicant portal and complete the application form including your CV and covering letter. If you have questions about the role or would like to apply using a different format, please contact us on 020 3862 3533 or 0203 862 3516, or email [recruitment@turing.ac.uk](mailto:recruitment@turing.ac.uk).

**CLOSING DATE FOR APPLICATIONS: Wednesday 8<sup>th</sup> February 2023 at 23:59**

## TERMS AND CONDITIONS

This full time post is offered on a permanent basis. The annual salary is £36,236 plus excellent benefits, including flexible working and family friendly policies, <https://www.turing.ac.uk/work-turing/why-work-turing/employee-benefits>

## **EQUALITY, DIVERSITY AND INCLUSION**

The Alan Turing Institute is committed to creating an environment where diversity is valued and everyone is treated fairly. In accordance with the Equality Act, we welcome applications from anyone who meets the specific criteria of the post regardless of age, disability, ethnicity, gender reassignment, marital or civil partnership status, pregnancy and maternity, religion or belief, sex and sexual orientation.

We are committed to building a diverse community and would like our leadership team to reflect this. We therefore welcome applications from the broadest spectrum of backgrounds.

We are committed to making sure our recruitment process is accessible and inclusive. This includes making reasonable adjustments for candidates who have a disability or long-term condition. Please contact us at [adjustments@turing.ac.uk](mailto:adjustments@turing.ac.uk) to find out how we can assist you.

***Please note all offers of employment are subject to obtaining and retaining the right to work in the UK and satisfactory pre-employment security screening which includes a DBS Check.***

***Full details on the pre-employment screening process can be requested from [HR@turing.ac.uk](mailto:HR@turing.ac.uk).***