



Job Description

Job title	Communication and Events Officer	Location - base	East Malling
Team	Growing Kent & Medway	Job group	Senior Technical
Department	Horticulture Innovation	Post ref.	T394
Reports to	Senior Communications Manager	Line manages	N/A

1. Department overview

Led by NIAB, Growing Kent & Medway is a world-class research, innovation and enterprise cluster supporting growth in technology-driven horticulture, fresh produce packaging, food and drink processing and its supply chains. Growing Kent & Medway is a diverse and dynamic collaboration that brings together innovative growers and processors, scientists, technologists, and entrepreneurs to deliver a shared goal of improving productivity and sustainability in the sector.

Growing Kent & Medway is funded through the UK Research and Innovation (UKRI) 'Strength in Places' fund. This fund helps areas of the UK build on existing strengths in research and innovation to deliver benefits for their local economy.

[Growing Kent & Medway | A world class research, innovation and enterprise cluster \(growingkentandmedway.com\)](https://growingkentandmedway.com)

2. Role purpose

To support the delivery of the communications for Growing Kent & Medway. You will help us to tell stories about the businesses and people we are supporting through our services and membership. You will be responsible for creating content for our social medial channels, writing articles for our website, publishing email newsletters, and helping to manage our in-person and virtual events.

3. Financial authority/responsibility

Authority to raise Purchase Orders within defined limits.

4. Key relationships

Internal: The Growing Kent & Medway project team, research scientists and the corporate communication team at NIAB.

External: Growing Kent & Medway is a programme led by NIAB, with additional research and commercial partners including University of Kent, University of Greenwich, Canterbury Christ Church University and Locate in Kent. The postholder will interact with researchers and communication leads at each of the partners. Additionally, you will collaborate with commercial businesses and our members to deliver our busy events schedule, create content (video and written editorial) and promote our products and services.

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5. Key tasks/responsibilities

- Managing our social media channels (YouTube, Tik Tok, X, Instagram and LinkedIn)
 - Lead the strategy for our social media channels, create and schedule engaging content, as well as measuring and reviewing performance against key targets.
- Delivering events
 - Manage the administrative and logistical processes required to run successful online webinars. Support the delivery of in-person events, including conferences and exhibitions.
- Email marketing
 - Write and edit regular email newsletters for our members
- Creating promotional and marketing material
 - Brief marketing and design agencies, or use design software, to create impactful promotional and event materials. This includes but not limited to flyers, adverts, posters, social media posts, pull-up banners.
- Press and media
 - Support the Communications Manager in briefing media with news stories from our programme, and help respond to media enquiries and requests.
- Content creation
 - Write interviews, editorial articles, case studies and blogs for print and web to help share stories from our research and the businesses we support.
- Internal communication
 - Build strong relationship and manage communications with our internal and external team and stakeholders to share updates and ensure the communication team is fully up to date with activity across the programme.
- Website and Customer Relationship Manager management
 - Using our customer management system, regularly update the growingkentandmedway.com website.
 - Ensure our membership data on our customer relationship manager system is regularly and accurately updated for our monitoring and evaluation reports.
- Promotional planning and delivery
 - Support the Communications Manager with the delivery of promotional campaigns to launch new products and services where required.
- General administration
 - Ad-hoc duties including booking meeting rooms, ordering catering, and arranging couriers.

1. Working conditions

Due to peaks in workload, it may not be possible to take holiday at certain times of the year unless pre-arranged with sufficient notice.

Regular Visual Display Unit usage.

Regular travel to events off site around Kent and Medway.

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Person Specification

Criteria	Essential	Desirable
Qualifications		
Marketing qualification (content management system, degree, certification) or equivalent qualifications/experience		x
Knowledge and skills		
Excellent written communication skills	x	
Knowledge of social medial channels and proven track record of growing audiences and creating engagement	x	
Excellent organisational skills and time management	x	
Capable of working both independently and within a team	x	
Able to work under pressure and problem solve	x	
An understanding of search engine optimisation and digital marking		x
Understanding of horticulture and food and drinks sector		x
Experience		
Experience in a communication role	x	
Experience using customer relationship management and content management systems		x
Video editing and design experience		x
Attributes		
High level of attention to detail, proof reading and editing experience.	x	
Other		
Driving license or access to independent means of travelling, enabling regular travel to events off site and around Kent and Medway. Transport can be provided.		x