

focus on Careers at Niab

SCIENCE COMMUNICATIONS – KEVIN MIDDLETON

Your role at Niab

It's such a mixed role, no two days are the same. I work across the whole of Niab, so one day I'll be writing a blog post about fruit research, the next videoing Niab's trials team in an arable field. The role lends itself to finding out a little of everything that Niab does.

I run Niab's social media channels, manage website content, act as a photographer at events and produce video content. Essentially, any digital content that comes out of Niab, comes across my desk!

I also write press releases, provide editorial and proof-reading assistance and plan and deliver communications-related work. Being part of the wider communications and events team, I will often be found putting up banners and pull-ups, as well as taking photos and putting out social media content at the many summer events Niab runs or attends.

Your previous experience

I joined Niab with over a decades' experience of communicating science at a large environmental NGO, but no direct agricultural experience. However, the principle is the same regardless of the scientific discipline – taking scientific research and making it accessible to everyone. It was a steep learning curve, but one good thing about Niab is that there are so many knowledgeable people who can help, not knowing the sector wasn't an issue.

My environmental knowledge has also led me into various projects on our trial grounds and to become part of the sustainability team.

Your qualifications

- BSc (Hons) Environmental Sciences (University of East Anglia)

Your future

Continuing to put plant science into practice by increasing my technical knowledge of UK agriculture.

Plus staying on top of the communications and social media landscape.

