



**Sainsbury Wellcome Centre**

**Communications Manager  
Information for Candidates**



**Sainsbury Wellcome Centre for Neural Circuits and Behaviour at UCL**

Supported by





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## JOB DESCRIPTION

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|---------------------------|---|
| <b>Vacancy Reference:</b> | 1804171   |
| <b>Job Title:</b>         | Communications Manager                                    |
| <b>Department:</b>        | Sainsbury Wellcome Centre                                 |
| <b>Salary:</b>            | £43,884- £51,769 per annum inclusive of London Allowance. |
| <b>Grade:</b>             | 8   |
| <b>Hours:</b>             | 36.5 per week (full-time, 1.00 FTE)                       |
| <b>Reports to:</b>        | Centre Manager  |
| <b>Available until:</b>   | Funded until 31 July 2021 in the first instance           |

### About the Sainsbury Wellcome Centre

The [Sainsbury Wellcome Centre \(SWC\)](#) brings together world-leading scientists to investigate how brain circuits process information to generate perception, form memories and guide behaviour. Developed through the vision and partnership of the Gatsby Charitable Foundation and Wellcome, and with substantial investment from these partners, the mission of the SWC is to generate experimentally testable theories of brain function.

The Centre will comprise around 14 highly interdisciplinary experimental research groups accommodated in a new, purpose-designed building, offering an outstanding and unparalleled research environment. SWC scientists use a broad spectrum of the latest advances in molecular and cellular biology, imaging, electrophysiology and behavioural techniques and enjoy state-of-the-art research laboratories, cutting-edge scientific equipment, technologically-advanced prototyping and fabrication laboratories and custom in-house high-performance computing facilities. The full complement of scientists in the Centre is expected to reach around 150 together with circa 50 dedicated support staff.

Further details about the Sainsbury Wellcome Centre can be found at [www.sainsburywellcome.org](http://www.sainsburywellcome.org).

The Sainsbury Wellcome Centre is part of the UCL School of Life and Medical Sciences (SLMS). SLMS brings together four UCL Faculties to create one of the largest and most prestigious aggregations of academics in biomedical, life and population health sciences worldwide; there are nine Nobel Prize winners associated with Life Sciences at UCL. The School has a global reputation for teaching, informed by cutting-edge research. A full profile of the School can be found at: <http://www.ucl.ac.uk/slms/about-us>. The School is structured into four Faculties: Brain Sciences; Life Sciences; Medical Sciences; and Population Health Sciences. SWC is most closely linked with the Faculties of Brain Science and Life Sciences.

Further details about UCL can be found at [www.ucl.ac.uk](http://www.ucl.ac.uk).

### Professional Services at the Sainsbury Wellcome Centre

The Sainsbury Wellcome Centre has a specialist and experienced professional services team led by the Centre Manager. It is structured to efficiently support research activity and deliver effective management and operational leadership of the SWC.

SWC prides itself on offering a high quality administrative, technical and operational support function, and fully supports the professional development and progression of its staff, actively encouraging colleagues to learn new skills and broaden their experience. The SWC is supported in this aim by UCL's Organisational



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Development team (<https://www.ucl.ac.uk/human-resources/learning-and-development>), who run a wide range of training programmes for all staff types and grades.

SWC offers staff an award-winning work environment in the heart of Fitzrovia with an on-site brasserie, access to lockers and changing facilities, secure bicycle storage, and access to pleasant outdoor spaces. The Centre also offers the full range of UCL staff benefits, including a generous annual leave entitlement, occupational pension schemes, excellent family-friendly policies such as occupational shared parental pay, a work-life balance policy, and a range of financial benefits such as a season ticket loan scheme and staff discounts. Further information can be found online: <https://www.ucl.ac.uk/human-resources/pay-and-staff-benefits>.

### The Role of the Communications Manager

The Centre is looking for an experienced Communications Manager to deliver the SWC's external and internal communications and public engagement strategies. This will include the use of persuasive media and public relations to continue to build and promote the reputation and profile of the SWC, proactively and efficiently reaching and influencing SWC's key audiences and stakeholders. The ability to effectively communicate complex scientific material for external audiences, experience of using a variety of internal communication channels, and confidence in using social and digital media for communication and promotional purposes is essential to this role.

This post is funded until 31 July 2021 in the first instance; the Centre is externally funded with funding awarded in five-year tranches subject to periodic funder review. Subject to successful grant renewal, it is anticipated that staff posts will be extended in line with successive funding periods.

### Main Duties and Responsibilities

#### Core Duties

- Lead the development, delivery and management of an effective communications strategy for the SWC to include both external and internal communication plans, marketing, media and public relations, coordinating communications activities across the Centre, UCL, the Gatsby Charitable Foundation and Wellcome.
- Proactively promote and publicise the Centre's research and activities through electronic and print media (e.g. newsletters), the press, internal and external events, the SWC website and, where appropriate, through social media platforms. Develop and manage an innovative web presence for the Centre using this effectively for communication and engagement including working with SWC scientists on novel web mechanisms for collaborative science.
- Develop and manage a strategic social media presence for SWC, for example for building community engagement, creating and guiding content and managing risks associated with social media.
- Work with the Centre Director, Centre Manager, Chief Scientific Officer and senior academic staff in the management of key external relationships, most notably the Centre's funders, acting as a key communications interface between SWC, the Gatsby Charitable Foundation and Wellcome and developing effective mechanisms for reporting activities to all stakeholders.
- Build and maintain a network of communications contacts within UCL and across the Centre's academic community to ensure regular flows of communication.
- Develop, manage and coordinate events to promote and raise the profile of SWC.



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- Support the delivery of public engagement for SWC, coordinating related activities across the Centre and working closely with public engagement personnel within UCL, the Gatsby Charitable Foundation and Wellcome.
- Manage the building's colonnade display windows, currently configured with a range of professionally-presented optical illusions and external artwork as public engagement and science communication resources.
- Manage the SWC identity and related style guidelines ensuring consistent implementation of the SWC identity across communication outputs (including HR recruitment templates, stationery, e-mail signatures, lecture presentations, etc.).
- Effectively manage a dedicated communications and engagement budget as well as budget allocations for specific events.
- Identify human resource needs and effectively organise and manage related staffing (including temporary event resourcing), to successfully deliver communications activities.
- Identify reputational risks and take action with the Centre Director, Centre Manager and Chief Scientific Officer to mitigate those risks.
- Provide expert advice and guidance to SWC staff in relation to managed areas of activity, and help develop the communication and engagement skills of both staff and students.

The above description is not exhaustive and the post-holder will be required to undertake any other duties as may reasonably be requested within the scope, spirit and purpose of the post. Job descriptions are reviewed on a regular basis including at the annual appraisal. As duties and responsibilities change, the job description may be amended in consultation with the post-holder.

The post-holder will be expected to actively follow all UCL policies and procedures including Equal Opportunities, maintain an awareness of Fire and Health & Safety Regulations, attend management meetings and undertake such training and development as may be required for the post.

All staff are required to act professionally, co-operatively and flexibly in line with the requirements of the post.



## PERSON SPECIFICATION

## Selection Criteria

The selection criteria outline the skills, knowledge and experience required in order to perform this role. Applicants will be selected based on how well they demonstrate that they meet the essential, and if appropriate, desirable criteria for this particular role.

|  | Essential | Desirable |
|--|-----------|-----------|
| <b>Qualifications</b>  |           |           |
| Undergraduate qualification (or above) in a scientific discipline or the demonstrable ability to understand and communicate scientific research.   | X         |           |
| Recognised communications, public/media relations or marketing qualification (e.g. Chartered Institute of Public Relations, Chartered Institute of Marketing) or equivalent professional experience.   | X         |           |
| <b>Knowledge and experience</b>  |           |           |
| Substantial experience working in a Communications role within a higher education institution or comparable research-focused environment at a senior level.  | X         |           |
| Experience of project management or events delivery including planning and delivering high quality symposia, workshops, lectures and other scientific or social events.  | X         |           |
| Experience in leading, managing, appraising, training and developing staff.  | X         |           |
| Experience of managing a complex range of relationships and stakeholder needs and of negotiating and influencing effectively at very senior levels, internally and externally.   | X         |           |
| Experience of strategic development of digital media including social media communication and engagement techniques and management of social media risks.  | X         |           |
| Solid understanding of the communications needs of a high profile, laboratory-based scientific research environment.   | X         |           |
| <b>Skills</b>  |           |           |
| Excellent written and oral communication skills, with the ability to write and edit copy across a variety of formats (press releases, digital and social media, etc.), including communicating complex scientific research clearly and concisely to diverse audiences.   | X         |           |
| A high degree of computer literacy coupled with expertise in digital communications, able to use MS Office, desktop publishing software and content management systems, with an understanding of how to develop a social media presence, design a website and use online marketing tools such as Google Analytics. | X         |           |
| Excellent interpersonal and collaborative working skills, with an ability to engage, persuade and influence at all levels and to build effective internal and external relationships and networks.   | X         |           |
| Excellent organisational and time management skills, able to produce high quality work with meticulous attention to detail while working to conflicting and demanding deadlines.   | X         |           |
| Ability to work effectively as part of a team and independently, demonstrating initiative and accepting a high level of personal responsibility.   | X         |           |
| Able to exercise discretion, sensitivity and absolute integrity in respect of confidential matters.  | X         |           |

| Other Requirements   |   |  |
|--|---|--|
| An understanding and appreciation of the mission and research environment of the SWC, and a commitment to the establishment of the SWC as a world-leading research centre. | X |  |
| Able and willing to work flexibly to meet the needs of the Centre.   | X |  |

## HOW TO APPLY

### Contact Us

If you have any queries relating to the vacancy or how to apply please contact the SWC HR team, [swc.hr@ucl.ac.uk](mailto:swc.hr@ucl.ac.uk), +44 (0)20 3108 8011.

### Applying for the Role

To begin the online application process, please access the advertisement by searching for it on the UCL vacancy search page (<http://www.ucl.ac.uk/hr/jobs/>) using the vacancy reference number, and click on the “Apply Now” button at the bottom of the vacancy advertisement.

Please complete the online application form, and use the supporting statement section to outline how you meet the selection criteria. Applications will be shortlisted based on the strength of the examples used to demonstrate that the applicant meets the selection criteria.

Please note that there is a limit of 2,500 words to explain how you meet the essential criteria, and a limit of 2,500 words to explain how you meet the desirable criteria.

All candidates will be notified of the outcome of their application.



## TERMS OF APPOINTMENT

### Pre-employment Checks

Confirmation of appointment will be subject to receipt of satisfactory references, verification of proof of right to work in the UK and to satisfactory pre-employment health and security screening.

### Salary

Starting salary will be on the Grade 8 scale according to relevant skills, knowledge, experience and achievement. Staff incrementally progress along the salary scale; the effective date of incremental progression is 01 August each year. You must have completed the period of service stipulated in your contract of employment (typically your probationary period) to be eligible to increment. Incremental progression does not include the discretionary contribution points on the salary scale. Cost of living pay awards are negotiated nationally and are normally effective from 1 August each year.

### Pension

Post-holders will be eligible to join the Universities Superannuation Scheme (USS), subject to the Scheme's rules and eligibility conditions.

### Conditions of Service

Conditions of Service for Research, Teaching and Professional Services Staff can be found at: <https://www.ucl.ac.uk/human-resources/conditions-service-research-teaching-and-professional-services-staff>.

### Probation

Appointments are subject to a probationary period of 9 months.

### Hours of Work and Overtime

UCL's full time working week is 36.5 hours per week. SWC is willing to consider flexible-working arrangements, subject to discussion and agreement with your line manager.

Pre-agreed overtime will be offered as equivalent time off in lieu.

### Annual Leave

Staff are entitled to 27 days annual leave per year (pro rata for part-time staff). In addition, staff are entitled to 8 days public and statutory holidays, and around 6 UCL closure days with pay per year.

### Location

The Sainsbury Wellcome Centre is located in the heart of London around five minutes' walk from the main UCL campus. The mainline railway stations at Euston, King's Cross, St Pancras, Marylebone and Paddington are within easy reach as are the London Underground stations located at Warren Street and Godege Street.

### Equal Opportunities

SWC is committed to the promotion of equality, diversity and inclusion for its staff, students and visitors and is fully supportive of UCL's policy; the full equality policy statement is available online:

[https://www.ucl.ac.uk/human-resources/sites/human-resources/files/equal\\_opportunity\\_policy\\_statement.pdf](https://www.ucl.ac.uk/human-resources/sites/human-resources/files/equal_opportunity_policy_statement.pdf).

SWC is currently working towards an [Athena SWAN](#) award.