



Role: Marketing and Communications Manager

Location: Cambridge Science Centre, Clifton Road, CB1 7ED

Reports to: CEO

Contract Type: Permanent, Full Time

Salary: £40,000

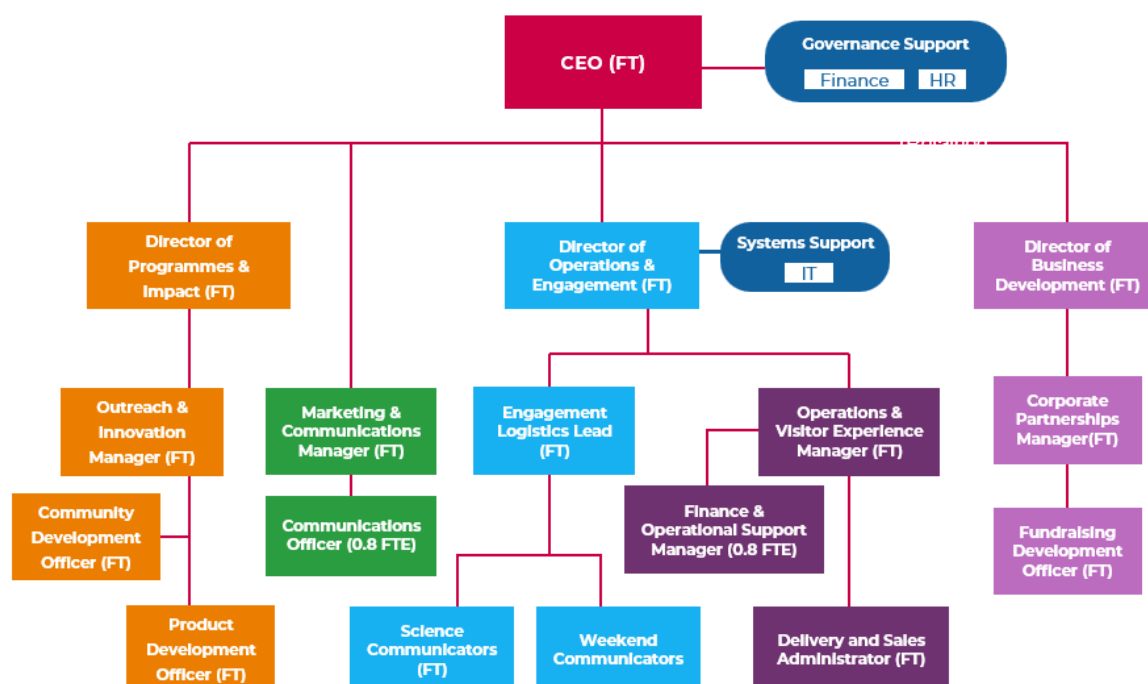
Cambridge Science Centre

For more than ten years, Cambridge Science Centre (CSC) has been sparking curiosity and a love of STEM (science, technology, engineering and mathematics) in young people across the East of England. We focus mainly on ages 0 to 13 because the evidence is clear: building confidence and interest in STEM early on can open up all sorts of opportunities later in life.

Our programmes are designed to be joyful, surprising, and genuinely eye-opening experiences that help young people see themselves and the world in new ways. Through hands-on exploration and open-ended learning, we aim to complement formal education and help every child find what excites them most about STEM.

We develop and deliver a wide range of STEM engagement content for young people from the early years through to Key Stage 3, and we work closely with the parents, carers, and educators who play such an important role in their lives.

Each year, around 30,000 young people take part in our activities, whether in schools, communities, or at our own centres, and our goal is always the same: to help them imagine and shape a brighter future. With the recent opening of our new permanent venue in Cambridge, alongside continued delivery through our semi-permanent centre in Wisbech, we are now able to build deeper and more sustained relationships with the communities that benefit most from what we offer. Cambridge Science Centre is an independent educational charity (Registered Charity No. 1146349). You can find out more at www.cambridgesciencecentre.org.



Job Description

This role is central to positioning CSC as the leading small-to-medium-sized science centre and STEM engagement organisation in the UK. Working with the CEO and Directors, you will help identify opportunities, shape CSC's marketing strategy, and translate that into an objective-led plan of action. You will be responsible for all CSC marketing campaigns and activity, owning the brand and its development across all key audiences, including the public, community groups, teachers and school leaders, corporate CSR teams, and educational grant providers.

You will lead CSC's marketing partnerships and publicity channels, including the website, social media, YouTube, and press contacts. You will set the strategic direction that informs our creative approach, energising staff to push creative boundaries across video, social media, digital platforms, and live engagements.

In addition, you will ensure the organisation is supported with up-to-date collateral across all major functions and initiatives, while fostering a customer-focused approach through media and marketing skills training across the organisation.

Key Responsibilities

- Develop and manage all CSC marketing and advertising activity, strategically prioritising initiatives to achieve annual targets within the marketing budget.
- Own all aspects of CSC's brand and the development of CSC's storytelling framework, ensuring content consistently communicates impact, inclusivity, scientific curiosity, and community value.
- Support the CEO in the development and revision of a multi-year marketing strategy, identifying top-priority objectives for focused campaigns which you will then own.
- Maintain a cross-organisation annual marketing plan and quarterly update schedule with key staff members to help identify ongoing opportunities to promote CSC activities, products, community engagements and programmes.
- Working with the broader CSC team, create and manage a marketing content development plan, including case-studies, blogs and social-media threads, to best seize publicity opportunities and achieve annual marketing objectives.
- Establish annual marketing targets, and own and track marketing metrics across all key audiences, including the public, schools, community groups, corporate partners, and the informal education sector, including quarterly reports on progress.
- Identify and manage marketing risk for the organisation, including considered fast-response on public platforms as appropriate.
- Develop and manage all CSC marketing relationships with partners and press.
- Own all press and publicity channels, driving up quality engagement with CSC through the CSC website, social media, YouTube, etc.
- Create and manage a CSC collateral database, ensuring responsiveness to business development priorities.
- Empower and upskill CSC staff to actively support marketing campaigns and storytelling efforts.

- Ensure that community and partner engagements are effectively supported with marketing and awareness-raising initiatives.

Person Specification

Essential Criteria

- Significant experience in a senior marketing role, including annual budget planning, press engagement, and campaign management.
 - Proven experience in brand development and stewardship of brand identity.
 - Experience in managing publicity channels, including websites and social media.
 - Experience in setting marketing targets and measuring progress to achieve specific business development objectives.
 - Experience in business-to-consumer advertising, ideally within a family, youth, or event-oriented organisation.
 - A people person: you enjoy working with others to help bring their stories to life.
 - Excellent verbal and written communication and presentation skills.
 - Driven to deliver timely, high-quality outcomes in everything you do.
 - Proven ability to adapt quickly and effectively to changing priorities.
 - A commitment to equity, diversity, and inclusion.
 - A collaborative work ethic, enabling you to work effectively with colleagues and partners across a wide range of projects.
 - Competent with digital tools, comfortable working with digital content and analytical platforms.
- Able to achieve a satisfactory enhanced DBS check.

Desirable Criteria

- Business-to-business marketing, and business partnership marketing experience
- Relevant business, charity or educational press contact network
- Work with community- and value-based organisations
- Experience in developing and maintaining product and marketing collateral
- Experience in science communications or of working with families, adults and children
- Customer service skills and experience
- Level 3 or equivalent qualifications in a STEM subject
- Full clean driving license

Working Conditions

The primary locations for this role will be Cambridge Science Centre's Head Office at 44 Clifton Road, Cambridge, CB1 7ED (assigned desk or workspace) and the Cambridge Science Centre at Trinity Centre, Cambridge Science Park, CB4 0FN (hotdesking model).

In addition, there will be some travel to the semi-permanent centre (Inspire Wisbech Centre, Wisbech, PE13 1AR) and, on occasion, a variety of locations across the East of England, including schools and community venues.

We offer the option of flexible hybrid working where and when possible.

Advancement Opportunities

CSC invests in its staff via a career planning framework that includes training, team leadership opportunities, and opportunities to gain experience in operations, business or community development, and technical specialisms. Opportunities for individual development are reviewed annually.

Standard working hours are 7.5 hours per day

Parking and bike storage are available at both CSC locations.

Benefits include:

- 25 days annual leave, plus Bank Holidays
- Mental health support in partnership with BetterHelp
- Contributory pension scheme

Recruitment Process and Timeline:

To apply for the position of Marketing and Communications Manager at Cambridge Science Centre, please submit your CV and a Cover Letter explaining why you are interested in joining the Centre and how your skills and experience align with the role. Send your application to: jobs@cambridgesciencecentre.org.

At CSC, we're committed to equity, diversity and inclusion in all areas of our work. We actively welcome applications from people of all backgrounds, especially those underrepresented in science engagement.