



Appointment of

Marketing Officer



**WINCHESTER
SCIENCE CENTRE
AND PLANETARIUM**

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Foreword from the Chief Executive

Thank you.

Thank you for your interest in joining our team. It's a big decision to apply for a new role, to leave an existing job and to take the plunge to join a new organisation. There are so many unknowns when taking on a new job. What will my new boss be like? What is the organisation's culture like? If I need to take a day off will I be allowed? Can I work from home? Will there be regular cake in the office or staff room? Hopefully this document will answer some of those questions and demystify what working for our Charity is like.



Getting across the workplace culture of an organisation in a job advert or a job description is really hard, but if I had to sum up our workplace culture in one word I would choose – family. I often describe us as a family employer. We understand the pressures and needs of family life and especially after such troubling times. Our charity recognises that home life comes first and the Senior Management team and I are keen to reassure and encourage our colleagues to manage their work-life balance.

And then there's the work family. Everyone here knows their colleagues have got their backs. I am incredibly proud of our work family. Recent experiences have only cemented my belief that every member of the team here is looking out for their colleagues, wanting to help and going over and above to achieve this.

We are at an exciting point in the history of this charity. We have bounced back well from the pandemic and we are in a stable and secure financial position with a clear vision and mission to deliver upon. We are looking for candidates that want come and not just work here, but to join our work family, help us to create a world where through the wonder of science people and planet thrive.

Thank you again for your interest in the role. If you feel you share our family values and want to make a difference then I urge you to apply. We are incredibly motivated to make sure our staff represent the diverse audiences that we serve, so please do read the section on Equality, Diversity and Inclusion. If you have any questions, or would like an informal chat with me or one of the Senior Management team before you apply, please do speak to Laura.

Looking forward to meeting you,

A handwritten signature of Ran Ward in white ink.



About the Charity

Wonderseekers, the Charity behind Winchester Science Centre, has been sparking children's curiosity in science, technology, engineering and maths (STEM) since it was founded in 1986.

We believe that through science, children can choose to live healthier, more sustainable lives and contribute to a better world for all.

They can:

- discover the wonder of science and make sense of the world around them and their place within it,
- use science methodology as a framework for critical thinking and problem solving,
- develop their self-confidence and resilience through practical experience and experimentation.

However, inequality of access to science for young children means that many miss out.

Our new strategy demonstrates our ambition to build on our Charity's long heritage, develop our experience in Equality, Diversity and Inclusion, continue our focus on all disciplines of science and take on an environmental agenda in response to climate change.

We remove social, cultural and intellectual barriers so that all children can be inspired by and engage in science, with a particular focus on children whose lives are impacted by disability or impairment and social and economic deprivation.

We specialise in communicating science to children through 'WOW!' experiences that are fun, inclusive, immersive, interactive and accessible. We reach out to children in innovative ways through our Science Centre, in schools, communities and online, and love to work collaboratively with children, industry and academic partners, charities and individuals to have the greatest impact.

Find out more about our Charity's strategy, governance and achievements over the past year by [downloading our latest annual report](#).

Wonderseekers



Strategy

By doing this:

Speaking up for early intervention, equity, diversity and inclusion and the environment in science.

Creating, curating and sharing digital resources and experiences.

Connecting children to nature through environmental science, outdoor spaces and our activity programme.

Accessible, fun and diverse science experiences through our Science Centre.

Extending activity through schools and community-based programmes to deliver equitable access to science.

And by working with:

Communities

Schools

Families

Partners

Underpinned by our values:

Sustained, repeated and diverse science engagement from an early age.

Fun, positive, people-led and participatory activities.

Accessible and inclusive experiences, where children feel welcome and valued.

Continuous evaluation.

Outcomes:

Children are connected to nature.

Children use their science enquiry skills.

Children want to play their part.

Children value and see the relevance of science.

Long-term impacts:

Children can live in a more equitable society.

Children choose to live healthier lives.

Children choose to contribute to a better world for all.

Children can and want to protect and heal our natural world.



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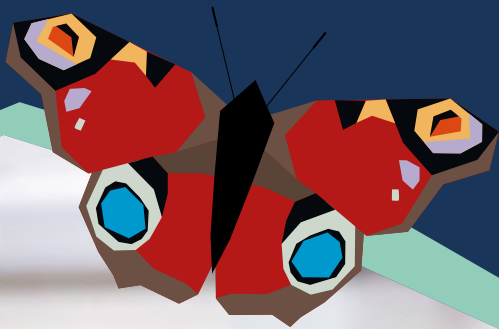
Equality, diversity and inclusion

Our charity is committed to breaking down barriers to STEM and wants to help everyone regardless of age, background, gender, sexual orientation, ethnicity, race, religion or belief, disability, impairment or any other protected characteristic to be in STEM.

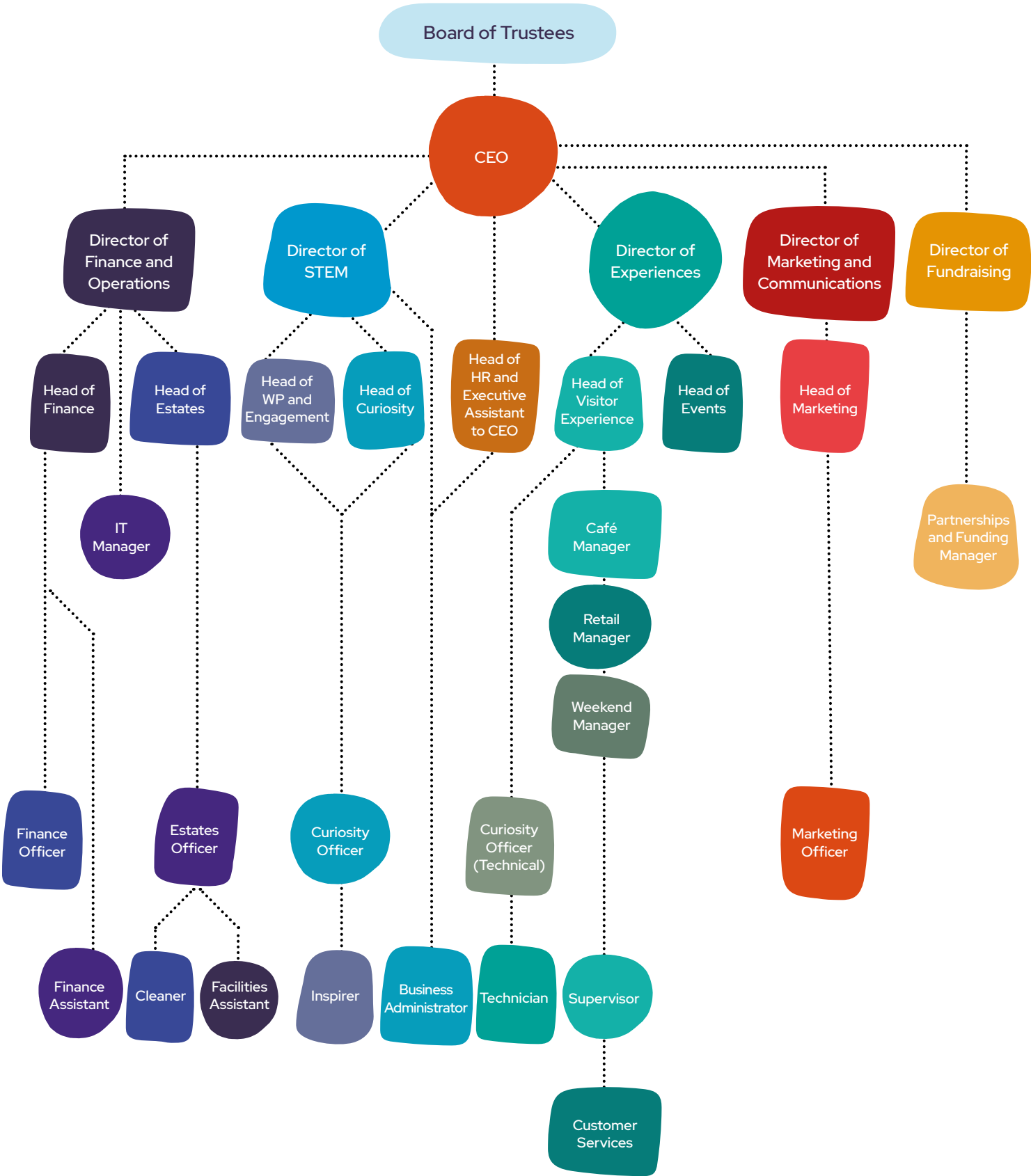
Equality and inclusion are at the heart of everything we do. We want to create a truly diverse and inclusive workplace. If you are disabled and have the essential skills and experience to do the job, we will invite you to an interview.

We recognise that through diversity our Charity can grow and we are committed to providing an inclusive recruitment process to support this. We want to work with a great team, with people who share our values and can make a huge contribution to sparking curiosity. We believe the team must reflect the diverse communities we work with so to support this, we are very willing to facilitate flexible working, changes to the infrastructure, systems and processes in order to welcome the most diverse candidates possible.

If you wish to have a conversation about accessibility, the role or the application process please do get in touch with Laura (see last page for contact details).



Organisation and management



Role specifics

Marketing Officer

Line manager Head of Marketing

Working pattern This role could be fulfilled somewhere between 30 and 37.5 hours (4-5 days) per week, during office hours on weekdays, however a flexible work pattern will be required.

We are a family friendly organisation and support our employees to work flexibly to maintain a healthy work/ life balance. We encourage open discussions with potential candidates on working hours. Please state on your application form your preferred number of hours and this will be discussed further at interview. Salary and holiday will be pro-rated accordingly.

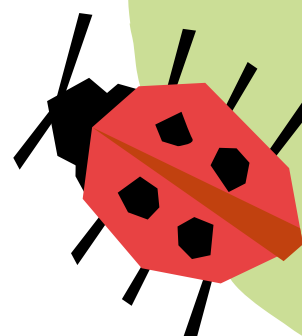
Salary £24,000 - £28,000 per annum depending on experience

Location Winchester, SO21 1HZ. There is a potential opportunity for some hours to be worked from home depending on business needs. However, a large proportion of hours will be required on-site so the post holder should be prepared to work on-site for their full contractual hours where necessary.

Annual leave: 25 days plus bank holidays, and you can buy and sell some leave. Please note, the post holder is not expected to work bank and public holidays except in exceptional circumstances.

Closing date Monday 6 February, 9am

Interviews w/c 20 February at Winchester Science Centre



Marketing Officer

The role

We are seeking an energetic, creative and analytical Marketing Officer with a keen eye for detail who will thrive in a busy working environment and enjoy making a valuable contribution to Wonderseekers – the Charity behind Winchester Science Centre and Planetarium. The organisation is about to launch an exciting and ambitious seven-year strategy that will see the Charity and Science Centre develop and grow substantially. We are also in the middle of an exciting digital project that will see us launch a brand-new website for the Charity. This is an exciting opportunity to join a dedicated and determined team, committed to achieving the business and charitable aims of the organisation.

Reporting to the Head of Marketing, the Marketing Officer will be responsible for supporting the delivery of the annual marketing plan; promoting the Science Centre, its events and activities to key target audiences across a range of marketing channels. There will be a strong emphasis on content generation and marketing. The ideal candidate will have a flair for writing, a passion for design, experience in videography editing, great interpersonal skills and a 'can do' attitude. This is a varied role which requires a broad range of skills. We will play to the successful candidate's strengths and are happy to support development in specific areas which are less developed.



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Marketing Officer

Key responsibilities

With guidance and support from the Head of Marketing, the post-holder will be responsible for supporting the delivery of the annual marketing plan, specifically:

Content marketing

- Create content for and manage the website, ensuring that everything is on brand, accurate, relevant and timely.
- Create content for and manage social media channels – creating and scheduling engaging and exciting content, including paid-for campaigns, to promote all aspects of the charity's work and proactively engaging with relevant influencers and partners.
- Capture content including live shows, demonstrations and visitor testimonials during the Science Centre's opening hours (currently weekends and school holidays).
- Utilise third-party websites to promote the centre and its activities, including tourism, education and event listings and promotions.
- Create timely and relevant e-newsletters.
- Monitor and provide monthly reports on website, social media and e-marketing performance.
- Monitor and respond to online comments, questions and reviews, reporting and escalating response handling where necessary.

Film and photography

- Develop and manage the Science Centre's photo/video library, ensuring current and suitable images are used for marketing and PR.
- Photograph and film events and activities for PR and social media. Ensure that all people captured in images have given consent and signed a model release form.
- Edit filmed content for use across a variety of channels with a focus on the website and social media.
- Other marketing activities
- Create content for, and manage, on-site promotional spaces – poster sites, banners, digital screens and literature displays.
- Develop, produce and arrange distribution for marketing material - promotional flyers and literature for events, tourism and education.
- Support the PR programme where necessary.
- Monitor and reply to emails in the marketing inbox in a timely manner.
- Arrange complimentary media and competition winner visits.

Off-site

- The Marketing Department will be representing Winchester Science Centre and Planetarium at a number of festivals and events annually. This will include travel and occasional evening and weekend duties where required.
- Attend tourism and business meetings.

General Responsibilities

- Answer the main incoming telephone when needed.
- Assist with general office administration as required.
- Support the operational team across the wider business where needed, including, but not limited to, customer service, cleaning, working in the shop and café and assisting customers on the exhibition floor and other hands-on support.



Marketing Officer

Person specification

Role requirements

It is desirable that you have the following attributes

- Experience within a previous marketing role
- Excellent written and verbal communication skills
- Ability to write compelling copy for a variety of media and audiences
- Good interpersonal skills and confidence in communicating with wide ranging audiences
- An interest and good eye for photography, videography and design
- Experience of key photography, videography and graphic design software and proficient use of Adobe Creative Cloud (Photoshop, InDesign and Premier Pro)
- Ability to prioritise workload and work to demanding deadlines
- Excellent proofreading skills

Behaviours/Characteristics

- Creative, collaborative with a 'can do' attitude
- A good team player
- The ability to work independently and manage own workload
- Analytical with the ability to interpret data
- Desirable requirements
- The following specifications are desirable could be beneficial but non-essential

Qualifications

- Educated to degree level or equivalent experience
- Marketing/communications qualification

Skills, Knowledge and Experience

- Experience of updating website CMS
- Experience of using MailChimp or similar mass mailing platform
- Experience of events and tourism marketing
- A good knowledge of current marketing best practice and new developments
- Experience of creating, scheduling and monitoring social media



Why work for us?

Employee Benefits

- Annual leave – Receive 25 days plus bank holidays as standard
- Buy and sell annual leave – Flexibility around holiday entitlement to help manage your work/life balance.
- Long service annual leave bonus – Be rewarded with up to 30 days holiday for sticking with us.
- Café and shop discount – Grab some rocket fuel for your shift or stock up on gifts at almost cost price
- Family friendly leave – We offer a generous package to support you and your family, taking away some of the worries and enabling you to welcome and bond with your new little person
- Cash back health scheme – receive cash payments on every day health and wellbeing essentials like optical, dental, physio and more. Access confidential advice, receive face to face counselling, speak to a GP 7 days a week, and get discounts on everyday essentials.
- Wellbeing procedure – We are here for you during life's many ups and downs. This includes mental health, the menopause and financial difficulties.
- Mental Health First Aiders – our team are on hand to look out for colleagues and signpost to professional support
- Financial wellbeing scheme – a free financial health check and educational content focussing on financial wellbeing and planning for the future
- Financial loans
- Cycle to work scheme
- Flexible family-friendly working environment
- Flexible IT and home working by arrangement
- Paid for training and development opportunities by arrangement
- Casual dress and comfortable uniform supplied
- Rural location with beautiful views and access to the South Downs for lunchtime strolls
- Free entry for family and friends
- Free social events including a family day in the summer and Christmas party
- Free on-site parking
- Pension contribution
- Inflationary pay rise

Some benefits are subject to length of service and may be pro-rata'd accordingly. Not all benefits are contractual and may be withdrawn or amended at any time. If you have any queries on staff benefits before applying for a role, please contact Laura Ollis.



Application process

When you are ready to apply, [please click to go to our recruitment portal](#).

When you are ready to apply, please click to go to our recruitment portal. You will simply need to create an account, answer a few questions, and then upload your CV and cover letter. If you have any other questions please do not hesitate to get in touch with Sarah Bull, Head of Marketing by emailing sarahbull@winchestersciencecentre.org or telephone 01962 863791

What's next?

If you're successful in being shortlisted based on your application, we will arrange a time for you to swing by for a chat so we can get to know you better, and for you to get to know the WSC family for yourself.

We know interviews can be quite daunting but we're not here to catch you out - we just want to know what makes you brilliant, why you should be part of our growing family, and how you can support our charitable aims to make a difference. We can't wait to meet you!



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