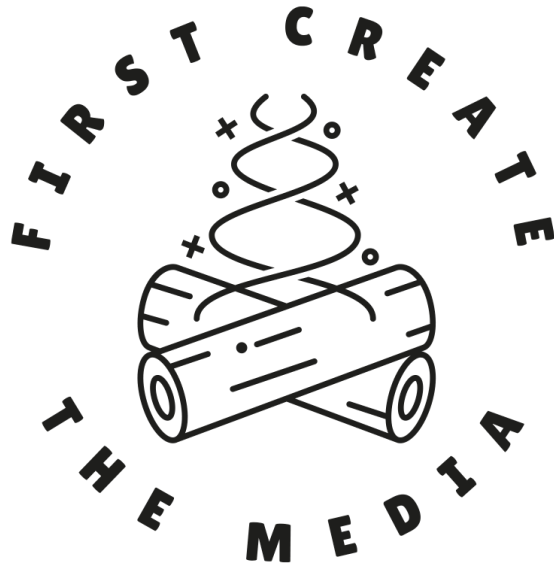


HEAD OF B2B SCIENCE

CONTENT

Role Profile



Head of B2B Science Content

Location: Home-based working, attending in-person team meetings in the UK approx. once per quarter

Line Manager: Chief Creative Officer, Kat Arney

Hours: 4 or 5 days per week, depending on your preference (flexible or specified days if part-time, also depending on your preference)

Salary: £40,000 - £50,000 FTE (or pro rata equivalent if part time) plus monthly home-working allowance and bonuses based on exceeding our company financial goals

Contract: Permanent contract with 3 months probation

Holiday entitlement: 23 days per year, plus English bank holidays, for full time employees or the pro rata equivalent if part time.

UK Residency: You must have the right to live and work in the UK and be considered resident in the UK for tax purposes to take up this role. As a fully remote employer, we offer our team the opportunity to work while travelling abroad for limited periods of time as long as their permanent residence remains in the UK. Please ask if you would like to see our Travelling While Working policy.

Equal opportunities: We believe in the importance of equity, diversity and inclusion, and are an equal opportunities employer. We are determined to ensure that no applicant or employee receives less favourable treatment on the grounds of gender, age, disability, religion, belief, sexual orientation, marital status, or race, or is disadvantaged by conditions or requirements which cannot be shown to be justifiable. If you'd like to see our Equal Opportunities policy, please let us know.



Job purpose

The role of the Head of B2B Science Content is to be responsible for the creation of primarily written content and communications for our more technical life sciences client. This includes providing direction and ideas for content, overseeing and supporting other creatives to deliver this work as well as delivering content yourself. You will have a deep understanding of our client's science and maintain the high quality standards that our clients expect from us.

We work with a range of organisations in the life sciences - from start-ups and scale-ups to international companies - who need high quality science-led content, thought leadership and other communications activities to reach their key audiences, including customers, partners, investors, new hires, and the wider world.

Examples of our clients in this area include:

- mass spectrometry proteomics ([example](#))
- antibody engineering ([example](#))
- gene editing ([example](#))
- General drug discovery including RNA-targeted therapeutics, small molecule inhibitors and ADCs
- Genomics and precision medicine
- T cell receptors and immuno-oncology

Main accountabilities

Creative lead and content delivery

- Take creative ownership of multiple B2B projects running on simultaneous or overlapping timelines
- Understand our clients' needs and challenges through regular editorial/catchup meetings



- Lead the planning and delivery of written work with in-house team / contractors
- Create briefs/outlines for deliverables such as blogs, LinkedIn posts, white papers, press releases, reports, conference assets, social media campaigns
- Contribute to content creation, including searching for and selecting relevant information, interviewing expert sources, planning and writing content requiring minimal editing, editing work produced by others, and ensuring the accuracy and appropriateness of the content
- Edit and sign off content for release and acting as internal quality control with our in-house and freelance creatives, adhering to our high quality standards and giving constructive and guiding feedback to the creative team
- Plan and measure whether content produced meets its intended aims, purpose and audiences/KPIs and report back to the client and project team
- Work proactively with clients and the project team to reach solutions that address challenging or unexpected situations such as changing priorities, tight deadlines or misalignment on deliverables
- Work with our partner agencies on joint projects as required
- Keep your knowledge of the life sciences sector up to date, particularly areas relevant to our client base

Project management

- Ensure your work, your creative delivery team and any contractors are delivering on time and within budget
- Strict adherence to our internal processes and tools, including project management software, daily time tracking, forward resource planning and fortnightly project updates
- Work together with the Chief Creative Officer, project management team and creative team to schedule and prioritise day-to-day activities to ensure delivery standards and deadlines are met



- Act as project manager on certain projects if necessary, ensuring work is delivered on time and on budget

Teamwork

- Be an active part of our close-knit remote team, participating in online social activities and quarterly in-person team meetings
- Support, motivate and inspire in-house and contractor writers and creatives
- Share your skills and expertise with the Creative team
- Promote your and your colleagues' best work to the agency and the wider world to help recognise their achievements and celebrate success

Agency success

- Contribute to the development of processes and procedures that drive high-quality content creation that delights our clients
- Help identify business opportunities and secure new clients
- Provide creative input into pitches, proposals and renewals
- Seek opportunities and develop plans to grow business with your existing client portfolio
- Plan and produce our own agency marketing content as required
- Develop and nurture relationships with our partner agencies
- Act as a champion for our values and brand

This list is a summary of the main accountabilities of this role and is not exhaustive. The role holder may be required to undertake other reasonable duties from time to time.



Success measures

- Leading an effective content creation team delivering high quality work on brief, on time and on budget that delights our clients
- Effective and positive working relationships with clients, colleagues, contractors, and external partners
- In-depth understanding of our client portfolio and the wider life sciences landscape

Behavioural competencies

- Delivering a high-quality client-focused service
- Excellent written and oral communication skills
- Planning, organisation and prioritisation
- Ability to work independently and handle multiple projects and deadlines
- Openness to learning and change
- Negotiating and influencing
- Forward-thinking consideration of wider business and client strategy

Knowledge and skills required for this job

- Bachelor's degree (minimum) or MSc/PhD (preferred) in a life sciences field and a good knowledge of a range of life sciences subjects
- Essential: Substantial proven experience in developing, writing and editing engaging client-focused science-led content that hits the mark for a range of audiences in the life sciences community (e.g. B2B, researchers, investors, thought leadership, CROs)



- Essential: Excellent writing and editing skills and the ability to research and present complex information clearly and concisely
- Essential: Ability to critically analyse scientific source material and judge the relevance of information
- Required: Ability to manage and motivate others

Line management opportunities

At First Create The Media we separate people management from workload/task management.

Our line management focuses on supporting our staff in their personal development to ensure they are thriving and progressing at work, and performing necessary HR functions such as approving holidays and processing return to work forms after sick leave. It is delivered by the people best placed to fulfil this role, wherever in the company they may be.

This role currently has no direct line reports, though this may change in the future should the successful candidate be the best placed person to take on such responsibilities. However, the successful candidate will be required to direct the workload/tasks of the members of the creative team for delivery of each project in their portfolio, regardless of the individual positions of those people within our company structure.

About First Create The Media

First Create The Media is a multi award-winning agency bringing together a team of experts with decades of experience in science communication to provide strategic consultancy and content for a wide range of clients in the life sciences sector such as universities, large companies, charities and start-ups.



Our vision and mission

We want to improve the health and wellbeing of people around the world by bringing ideas to life. We do this by sharing our skills, knowledge and experience with the best life sciences organisations to create the biggest possible impact.

Who we are

We're a team of smart, talented people who can sniff out a story, create compelling messages and turn complex science into clear communications for a range of audiences. At First Create The Media, we believe that it's not enough to do great science. It needs context, clarity and a coherent story to make an impact and attract the right kind of attention.

Our values

- **Quality** Great science deserves great communication - we pride ourselves on doing every job well and delighting our clients
- **Understanding** We understand our clients' needs and their science, and we only work with organisations that understand the value of communication
- **Integrity** We're a no-nonsense company - we're not buying it, and we're not selling it either
- **Respect** We treat everyone who works with us with respect - whether staff, contractors or clients - and we expect it in return

First Create The Media

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