

CANDIDATE BRIEF

Communications and Outreach Manager, (National Alternative Protein Innovation Centre, NAPIC)



Salary: Grade 7 (£38,205 – £45,585 p.a.)

Reference: ENVFS1126

Fixed term for 48 months from 1st November 2024

We will consider job share/flexible working arrangements

Communications and Outreach Manager, National Alternative Protein Innovation Centre (NAPIC), Faculty of Environment

Overview of the Role

Are you a creative communications professional able to build and deliver a communications strategy to publicise and showcase the outstanding work of this national innovation centre? Do you have experience in communicating complex topics to a diverse range of audiences? Can you build proactive partnerships with a range of colleagues to ensure that communications campaigns align with the Centre's strategic priorities?

We are looking for a Communications and Outreach Manager to join the National Alternative Protein Innovation Centre (NAPIC). NAPIC is a £38m entity (including a £15m UKRI investment) to lead the UK's alternative protein knowledge and Innovation ecosystem. NAPIC's vision is to make alternative proteins mainstream for a sustainable planet. The centre is led by the Universities of Leeds, Sheffield, Imperial College London and the James Hutton Institute, in collaboration with over 100 national and international partners. NAPIC is a cohesive pan-UK centre poised to revolutionise the UK's agri-food sector by harnessing our world-leading science base through a co-created alternative protein strategy across the Discovery → Innovation → Commercialisation pipeline to support the transition to a sustainable, high growth, blended protein bioeconomy. NAPIC features four integrated activity streams: research to address innovation challenges; a national alternative protein knowledge base; workforce of the future; and accessible Innovation facilities.

NAPIC is currently undergoing an exciting investment in a number of operational roles across the four leading organisations. As the Communications and Outreach Manager located at the University of Leeds you will be a core member of NAPIC's operational team, providing independent high-level support to the Centre as a whole in the area of communications, outreach and engagement. We are looking for an experienced Communications and Outreach Manager to lead the design and coordination of bespoke communications and engagement plans for NAPIC. The role will provide strategic direction for the Centre's communications in alignment with NAPIC's strategic priorities. The Communications and Outreach Manager, working internationally across institutions, will provide professional leadership and specialist



knowledge on all communications relating to NAIC, The role will lead, implement, manage, monitor, and evaluate a series of complex multi-channel internal and external strategic communication projects, involving multiple internal and external stakeholders, to support the successful delivery of the NAPIC, coordinating at a strategic and tactical level with all other functions of the organisation.

The Communications and Outreach Manager will ensure NBAPIC communicates effectively both strategically and at project level on all its projects, maintaining NAPIC's high standard of stakeholder consultation and ensuring that all audiences are fully informed of developments that might impact them.

You will identify the key messages, audiences, and opportunities to elevate and position NAPIC as the go-to for alternative proteins research. You will manage the NAPIC communication channels, produce and share content that aligns with the business plan and communication strategy. You will carry out detailed stakeholder analysis and mapping to identify specific audiences and ensure targeted messaging is delivered through relevant channels consistently and impactfully. You will confidently work in partnership with the NAPIC operational team and partners, including academics from across our partner institutes, external partners, and the University of Leeds Communications and Engagement team to deliver engaging communications, to promote suitable and interesting opportunities for engagement, and to support and contribute to the University of Leeds overarching communications campaigns. You will proactively curate and manage the website and social media accounts in a way that they continue to build a national and global following. You will provide professional leadership and specialist knowledge on all communications relating to NAPIC.

Main duties and responsibilities

As a Communications and Outreach Manager, your main duties will include:

- Leading and managing communications campaigns and communications outputs to promote NAPIC, working with the wider team to ensure these campaigns reflect the strategic priorities of the Centre and University of Leeds;
- Designing and implementing a communications strategy and subsequent plans for NAPIC that reflect the national, global and cross-discipline nature of NAPIC;
- Creating and managing a regular content cycle for all communications channels (website, social media etc);
- Developing and managing partnerships with internal and external stakeholders including the University of Leeds Communications and Engagement team,



external communications suppliers, academic and professional service staff, third sector and business and industry partners to ensure strategic alignment of our communications outputs;

- Lead the delivery of annual report by collation of data from co-leads and external stakeholders;
- Lead the development of marketing and communications assets and reports in conjunction with external suppliers or in-house. E.g. reports, posters, videos, exhibitions, briefings, etc;
- Lead the creation of key presentations on behalf of the NAPIC team;
- Drive NAPIC's brand to be recognised nationally to a range of stakeholders, tailoring messaging, and developing communication campaigns and activity that promote NAPIC and position it as the UK's leader in alternative protein research;
- Ensure seamless brand integration across digital, print media, events, etc;
- Grow NAPIC's reputation as a centre of knowledge, innovation and expertise in alternative protein research nationally and globally;
- Enhance NAPIC's visibility across stakeholders in diverse settings developing outreach initiatives;
- Providing advice and sharing best practice with the NAPIC Management team and project partners to support effective communication of interdisciplinary research excellence at the University of Leeds and to upskill;
- Monitoring and evaluating the NAPIC communications and engagement activities and impact to develop a thorough understanding of audiences and to inform the communication strategy;
- Manage and monitor resources/budgets relating to all marketing and communications activities, ensuring maximum value is delivered;
- Working with the NAPIC Management team to deliver events such as engagement events and seminars to maximise publicising and showcasing opportunities.

These duties provide a framework for the role and should not be regarded as a definitive list. Other reasonable duties may be required consistent with the grade of the post.



Qualifications and skills

As a Communications and Outreach Manager you will have:

- Skill level equivalent to achievement of a professional qualification or postgraduate degree;
- Experience of leading, managing, producing and sharing creative multi-channel communications for internal and external audiences;
- Experience in developing and implementing communications and engagement plans;
- Excellent writing skills, with the ability to write and edit communication outputs for a range of audiences internally and externally;
- Experience of building positive working partnerships and networks with academic and professional service staff working across disciplines, schools, faculties and institutes, and cross-sector partners;
- Experience of reviewing analytics and stakeholder engagement to analyse and inform strategic communications planning and outputs;
- Excellent verbal and written communication skills with the ability to present information clearly and concisely;
- Experience of organising outreach events or workshops;
- Excellent data skills, with the ability to work accurately and carefully with excellent attention to detail;
- A proven ability to handle problems efficiently and professionally, using proactive attitude and to respond to unexpected communication-related demands and priorities;
- Experience of working proactively and effectively, both independently and as part of a team;
- Excellent IT skills including experience of Microsoft Outlook, Word, Excel, Access, Canva and Teams.

You may also have:

- Experience of working independently to deliver complex communication plans;
- Experience of developing annual reports by collecting data from multiple stakeholders across organisations including industry;
- Knowledge of the Higher Education sector or research organisation.



How to apply

You can apply for this role online; more guidance can be found on our [How to Apply](#) information page. Applications should be submitted by **23.59** (UK time) on the advertised closing date.

Contact information

To explore the post further or for any queries you may have, please contact:

Professor Anwasha Sarkar, Professor of Colloids and Surfaces

Email: A.Sarkar@leeds.ac.uk

Victoria Hoyle, Communications Manager, Global Food and Environment Institute

Email: v.j.hoyle@leeds.ac.uk

Mrs Catherine Roberts, School Manager

Email: c.roberts@leeds.ac.uk

Additional information

Please note: If you are not a British or Irish citizen, from 1 January 2021 you will require permission to work in the UK. This will normally be in the form of a visa but, if you are an EEA/Swiss citizen and resident in the UK before 31 December 2020, this may be your passport or status under the EU Settlement Scheme.

Please note that this post may be suitable for sponsorship under the Skilled Worker visa route but first-time applicants might need to qualify for salary concessions. For more information please visit: www.gov.uk/skilled-worker-visa.

For research and academic posts, we will consider eligibility under the Global Talent visa. For more information please visit: <https://www.gov.uk/global-talent>. Information on other visa options is available at: <https://www.gov.uk/browse/visas-immigration/work-visas>

Find out more about the [Faculty of Environment](#)



Find out more about the [School of Food Science and Nutrition](#)

Find out more about [Equality and Inclusion](#) in the Faculty

A diverse workforce

The Faculty of Environment has received a prestigious Athena SWAN silver award from [Advance HE](#), the national body that promotes equality in the higher education sector. This award represents the combined efforts of all schools in the Faculty and shows the positive actions we have taken to ensure that our policies, processes and ethos all promote an equal and inclusive environment for work and study.

Working at Leeds

We are a campus based community and regular interaction with campus is an expectation of all roles in line with academic and service needs and the requirements of the role. We are also open to discussing flexible working arrangements. To find out more about the benefits of working at the University and what it is like to live and work in the Leeds area visit our [Working at Leeds](#) information page.

Candidates with disabilities

Information for candidates with disabilities, impairments or health conditions, including requesting alternative formats, can be found on our [Accessibility](#) information page or by getting in touch with us at disclosure@leeds.ac.uk.

Criminal record information

Rehabilitation of Offenders Act 1974

A criminal record check is not required for this position. However, all applicants will be required to declare if they have any 'unspent' criminal offences, including those pending.

Any offer of appointment will be in accordance with our Criminal Records policy. You can find out more about required checks and declarations in our [Criminal Records](#) information page.

