

Candidate Information

Position: Communications and Marketing Manager (eFutures 4.0)
School/Department: School of Electronics, Electrical Engineering and Computer Science
Reference: 26/113552
Closing Date: Monday 10 August 2026
Salary: £42,972 - £44,253 per annum
Anticipated Interview Date: Wednesday 26 August 2026
Duration: 48 months or to 31 August 2030, whichever is soonest.

JOB PURPOSE:

eFutures is recruiting for a Communications and Marketing Manager (CMM).

The CMM will play a key role in supporting the delivery of a national UKRI (EPSRC) funded work programme, based out of and managed by Queen's University Belfast.

eFutures 4.0 focuses on building a community of electronic systems experts, both nationally (UK) and internationally, via events, conferences, policy papers, visits and other initiatives. The project has four primary work programmes: (1) Semiconductors; (2) Women's Pilot; (3) Interdisciplinary Conferences; and (4) Policy, road mapping, and futures of technologies and society. There is a significant concentration on futures and foresight practice.

Reporting to a Project Investigator based at Momentum One Zero, the post holder will support the delivery phase of eFutures 4.0, with a focus on comms and marketing, working with colleagues including external stakeholders collaboratively to coordinate project management and operational strategies for eFutures 4.0.

Working within a small, collaborative team, the postholders will provide a wide range of project management skills to ensure the smooth operation and successful delivery of eFutures 4.0.

MAJOR DUTIES:

1. Manage and deliver all aspects of communications activity for eFutures 4.0, acting as the key point of contact in relation to eFutures 4.0 communication matters.
2. Provide expert advice on media handling and individual campaigns.
3. Lead the planning, design and delivery of communication plans, campaigns and activities to support the project priorities and deliverables, across a range of channels and platforms, to key audiences. Provide expert advice on how to communicate across different audiences and channels.
4. Develop and deliver a programme of effective external communications activity about eFutures 4.0.
5. Develop proactive communications narratives and create innovative and impactful content across a range of channels and using a diversity of mechanisms, to promote the project, highlighting successes, engagement activities and progress milestones for a range of audiences.
6. Research, write/produce and disseminate a range of communications material and assets including press releases, infographics, digital copy, features, video and audio scripts, speeches, printed and digital collateral, podcasts, bulletins, interviews and industry profiles with a focus on promoting excellence of the project and its strategic priority areas.
7. Write senior leadership speaking notes and prepare PowerPoint presentations for Project leads as required, as well as providing in a timely manner brand and template decks for team use.
8. Lead the project's social media and development of impactful, visually appealing digital content across web pages, PowerPoint presentations, online and printed documents that can be adapted across different channels and audiences.
9. Update the website with relevant and engaging content, and capture website metrics.

10. Build collaborative working relationships with a diverse range of people, across stakeholders internally (senior management, project teams, academics) and externally (such as government departments, public and private sector partners, arms length bodies, media, business and industry colleagues) ensuring communications activity and messaging is co-ordinated, aligned and supports shared objectives.
11. Oversee the development and implementation of the project branding across a range of assets and channels.
12. Acting as communications lead, attend as required and assist with cross-functional teams shaping and organising high profile events.
13. Responding in a timely and accurate way to event and / or media enquiries and engage with the media with a strong focus on national markets.
14. Operate and update the media management system and other relevant systems to monitor traditional and social media, news websites and any other emerging current affairs and news sources daily in relation to the project focuses and aims.
15. Develop reliable and accurate reporting and analysis of campaign performance to facilitate decision making. Provide regular reports for project leadership and other relevant parties.
16. Source supporting content for communications including arranging and managing photography.
17. Any other reasonable duties as required to contribute to the work of the Communications department.
18. Support the delivery (and the comms associated with) of an EDI project focussed on widening participation in engineering for women.
19. Support the delivery (and the comms associated with) of two major international conferences.
20. Applicants should note that in addition to the list above the post-holder will be required to be flexible, adaptable and aware that there may be a need to perform tasks, duties and responsibilities which are not specifically detailed in the job description, but which emerge as the work programme develops and which are commensurate with the role.

ESSENTIAL CRITERIA:

1. Degree or equivalent qualification in a relevant subject area; AND
2. Significant recent relevant experience in the areas as outlined below, OR, in the absence of qualification, candidates who can demonstrate substantial recent relevant employment experience in the areas will also be considered.
 - Experience as a public relations/digital comms/press officer/ marketing coordinator working in a higher education environment or other relevant sector.
 - Experience as a primary responsibility of the post, of developing and producing communication campaign strategies and plans, including setting strategic objectives, conducting insight and evaluation.
 - Experience of delivering co-ordinated communications plans and activity across multiple communications channels, including editing video, creating social media and engaging with traditional media.
 - Experience of providing timely and professional proactive and reactive communications advice to senior management, project leads/academics/experts and ability to challenge and persuade.
 - Experience of providing content for specific use on social media to achieve communications objectives as a main part of the job, monitoring and responding to social media posts and understanding and experience of dealing with emerging communications channels.
3. Demonstrable excellent written and oral skills, including the ability to communicate complex information with clarity, accessibility and accuracy.
4. Demonstrable ability to grasp complex academic research work or policy issues and to translate them into understandable language for communications outputs, including press releases, video and social media content.
5. Ability to co-ordinate activity and develop effective contacts with individuals at varying levels of seniority inside and outside the University.
6. Ability to operate in a busy environment, individually and as part of a team, and work to deadlines, and to deal with several tasks and issues at one time.
7. Demonstrable experience of supporting the delivery of in-person events.
8. Occasional travel will also be required for project roles.

DESIRABLE CRITERIA:

1. A good understanding of the Higher Education sector and the challenges it faces.
2. Experience of working with specialist or academic publications, journals, websites.
3. Experience in using a content/media management system.
4. Experience of graphic design software to create digital assets.
5. Experience of video editing software.

6. Experience of working on a UKRI funded project.
7. Experience of marketing and communications in the science, engineering, or technology sector.
8. Experience of working on an EDI &/ widening participation project.
9. Experience of organising international events.
10. Experience of supporting the delivery of a major conference.
11. A track record of successful collaboration with other universities, UKRI, and Government departments.
12. Evidence of supporting the delivery of a published policy brief / report for a national body.
13. Demonstrable knowledge of the wider electronic systems sector and R&D in the UK and Ireland.
14. Demonstrable knowledge of current and potential developments related to semiconductors.

ADDITIONAL INFORMATION:

Some travel and some working outside of standard working times may be required to meet the responsibilities of the post and needs of stakeholders.