

Candidate Information

Position: Business Growth Officer
School/Department: AMIC
Reference: 26/113606
Closing Date: Monday 7 September 2026
Salary: £36366 - £41727 per annum.
Anticipated Interview Date: Monday 21 September 2026
Duration: 3 years

JOB PURPOSE:

AMIC is a £100M investment through the Belfast Region City Deal - a collaborative, innovative powerhouse of advanced manufacturing set to elevate our region globally. We are supporting economic growth and prosperity for Northern Ireland by creating high-quality jobs and increasing inward investment through high value manufacturing innovation. We are driving industrial transformation, paving the way for future technologies and competing globally with a more sustainable focus. Our team of over 80 staff has core capabilities in digitalising manufacturing, smart design, sustainable polymers & composites and nanotechnologies & photonics. We're excited to be expanding the team throughout 2026.

We are seeking a dynamic and creative Business Growth Officer to lead and support the development and execution of our business impact strategy. This role is pivotal in enhancing our Centre visibility to businesses, engaging stakeholders, and showcasing project activities across digital and traditional platforms.

MAJOR DUTIES:

1. Support the development, implementation, and evaluation of AMIC's marketing and communications strategy.
2. Contribute to AMIC's overall messaging, monitoring new trends and techniques to ensure that communication objectives are delivered in an innovative and effective way, and taking responsibility for voice and persona of AMIC across content.
3. Support the Business Development Team with stakeholder mapping, engagement plans and content creation, leading to growth in the opportunity pipeline.
4. Create, edit and implement high-quality content for all channels including engaging copy, images, audio and video.
5. Align marketing efforts with business development goals and innovation priorities.
6. Lead the development of and editing business generation and marketing materials such as blog posts, case studies, thought-leadership articles, and presentations
7. Support a wide range of engagement events, both strategic and tactical, including large conferences and exhibitions, technical demonstrations and stakeholder briefings.
8. Produce clear and concise written material for AMIC webpages and project websites that follows AMIC and University's policies and standards for digital content, accessibility, user experience, search engine optimisation and mobile compatibility.
9. Coordinate, create and schedule engaging content for social media platforms (LinkedIn, and other new channels).
10. Co-ordinate, publish and circulate e-bulletins and e-newsletters for key stakeholders. This will involve developing design templates, writing, proofing copy and issuing to subscribers.
11. Utilising Canva and other design software, develop digital and physical content to include social media images, basic animation, e-invites, PowerPoint presentations, reports and printed documents.
12. Use of digital repository tools to enable the collation and generation of easily accessible case studies from project documentation databases.
13. Assist in the development and production of strategic digital campaigns to maximise engagement and build advocacy and generate business opportunities.
14. Track and report on key performance indicators (KPIs) for all business generation and marketing activities including online analytics.

15. Develop monthly and quarterly digital content plans which align with AMIC's communications calendar.
16. Ensure all content is consistent with Queen's brand guidelines across all channels and is within digital governance policies, standards and procedures. Provide specialist advice on communications that adhere to the style guidelines, editorial procedures and web writing for others in the team.
17. Undertake other duties and responsibilities to support the goals of AMIC and AMIC's Leadership Team.

ESSENTIAL CRITERIA:

1. Educated to degree level or equivalent in a relevant subject plus recent relevant experience in business development / digital marketing / communications / impact role or , in the absence of such a qualification, substantial relevant experience including:
 - Managing organisational social media accounts.
 - Designing and managing regular email newsletters.
 - Managing websites.
 - Generating content using a range of media.
 - Meeting organisational objectives by collaborating with a wide range of internal and external stakeholders.
2. Relevant experience of managing and stimulating targeted online engagement and building an online community, creating engaging content, answering requests, and using analytics to optimise outcomes and enhance user experience.
3. Relevant experience of planning, delivering and evaluating innovative digital communication plans and campaigns delivering business growth, using a project-based approach, including identifying objectives, tasks and timelines, managing resources and resolving issues.
4. Experience of curating impactful content, through writing, storytelling, designing, editing and proofreading across a range of media and channels to meet needs of a wide range of stakeholders.
5. Demonstrable knowledge and understanding of the digital communications landscape, recent trends and developments.
6. Proficient user of MS Office packages and general confidence and aptitude with IT systems.
7. Knowledge of a range of tools and software such as Canva or equivalent to support design, and to develop and create digital and print content.
8. Outstanding writing, editing and proof-reading skills, with the ability to produce high quality accurate work to tight deadlines and adapt editorial styles to a wide range of audiences.
9. Works to exceptional levels of accuracy whilst under pressure with ability to prioritise and manage own workload and meet tight deadlines.
10. Good verbal and written communication skills together with an ability to explain complex issues.
11. Good team worker with a flexible approach and sets exceptional personal standards within the working environment.
12. Experience of problem follow through and issue resolution. Finds solutions to problems.

DESIRABLE CRITERIA:

1. A postgraduate or equivalent professional qualification in digital media, journalism, marketing, communications or related subject.
2. Relevant experience working in communications in a higher education, government, innovation, technology or advanced manufacturing context.
3. Experience of video content development.
4. Experience of editing images using image editing software.
5. Knowledge of SEO and web analytics.

ADDITIONAL INFORMATION:

Informal enquiries can be directed to: Helen Sweeney - h.sweeney@qub.ac.uk.