

Position	<i>Marketing / Advertising Lead</i>
Reporting to	<i>Executive Lead and Board Member for Marketing & Communications</i>
Location	<i>Flexible</i>

Background

Women in Nuclear UK (WiN UK) was formed in early 2014 to improve diversity and increase the skills base in the nuclear industry by encouraging gender balance.

Women in Nuclear UK's mission is to address the industry's gender balance, improve the representation of women in leadership, engage with the industry, government and public on nuclear issues and support the industry with tools and information.

WiN UK's Strategic Objectives:

- **Attraction** - to encourage women to join the nuclear industry through engagement with schools, colleges, universities, appropriate youth groups and nuclear sector employers to create dialogue and raise awareness of the industry via events and communications. Also to work with national organisations to provide consultation and feedback on best practice to achieve a gender balanced workforce.
- **Retention** - to support those already in the sector with career progression through mentoring and networking.
- **Dialogue** - leading on broader engagement on diversity within the sector, but also on engaging women outside the industry in the debate on nuclear energy.
- **Industry Guidance** – development and management of the Industry Charter, engagement with Charter signatories, development of toolkits and materials to aid companies by bringing together experts and information, in a guide on best practice.

Organisation

WiN UK is governed by an Executive Board. The purpose of this board is to ensure WiN UK objectives are met in accordance with the strategic plan, to engage across the sector and to support regional teams in their delivery. WiN UK Executive Board Committees deliver centralised and national WiN UK initiatives and are led by an Executive Board Member.

This role reports to an Executive Board member and is part of the **Marketing & Communications Committee**.

Please note that this is a voluntary post.

The Marketing & Communications Committee includes 5 leads who work with the WiN UK Executive to plan and create news and share stories, marketing material, and content for WiN UK's website, collaboration hub and social media channels in support the objectives of WiN UK.

Main Responsibilities

Overall: To lead in evolving WiN UK's branding and marketing strategy, ensuring alignment with the overall WiN UK strategy and objectives. To have ownership of a mix of marketing assets, ensuring consistency of brand and messaging over all WiN UK social media platforms.

More detailed responsibilities:

- Provide strategic direction over all WiN UK branding and marketing activities.
- Develop WiN marketing campaigns, ensuring integration across digital, social and all WiN UK events.
- Create and distribute all marketing materials to support WiN UK executive and regional teams, in line with WiN UK marketing strategy.
- Plan and implement promotional campaigns in partnership with others from across the nuclear industry.
- Work closely with the WiN UK Website Lead, Social Media Lead and wider regional marketing community to ensure consistency in marketing content.
- Monitor and report on effectiveness of WiN UK marketing campaigns, providing a summary to the Marketing & Communications Exec Lead to feed into the monthly Board reports.

Commitment required

- 1-2 hours per week for specific tasks/emails.
 - Commitment to the role for at least one year.
 - Ability to attend conferences and meetings on behalf of WiN UK as required/available.
 - The role may require support to other initiatives throughout the year, including but not limited to the WiN UK annual conference.
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