

Marketing & Outreach Director, InChI Trust

About the Role

The InChI Trust is a UK-registered charity which supports the development and promotion of the IUPAC InChI chemical structure identifier. The InChI has become a core part of the chemical information ecosystem since its initial release in 2005, and the Trust is looking to strengthen our technical support, to enable further development and application of the standard.

We want to increase the support we give to the existing InChI community of users, to hold seminars and events where they can meet, share expertise and plan further developments together. We also have a great opportunity to promote the value of InChI to new users, members and partner organisations. **We are therefore looking for an experienced Marketing and Outreach Director to help us build on and grow our community relationships.**

The role will be part-time for 1 year in the first instance, with the commitments to be determined against agreed deliverables but expected to be around 33% of a full-time role. We see this as being a contract-based role with an individual but can discuss alternative arrangements should applicants be employed by another institution.

The InChI community is worldwide, and we welcome applications from all qualified candidates from any region. If you would like more details on either role, please send an email to info@inchi-trust.org. To apply, please send a brief letter indicating your suitability for the role, together with a CV, to recruit@inchi-trust.org. Closing date is 4 May 2021.

Duties and Responsibilities

- Schedule, coordinate, budget, and conduct outreach to and build strong relationships with existing and potential members and other community groups.
- Manage and maintain the InChI Trust website.
- Liaise with the IUPAC Secretariat about the IUPAC Website and other promotional activities.
- Manage outreach and communications including newsletters, social media posts, white papers, etc.
- Recruit for and coordinate events with members, partners, and/or sponsors.
- Maintain and update documentation of events and contacts.
- Assist the board in fundraising and establish strategies for attracting new members and raising funds to support Trust.
- Develop and maintain contacts, e-mail lists and mailing lists. Be responsible for internal communication systems.
- Maintain yearly events and community outreach calendars in conjunction with the Technical Director.
- Identify market opportunities, undertake target/segmentation exercises and landscape analyses.
- Cultivate and share knowledge of target audiences.



Skills

- Demonstrated ability to work well with people of diverse backgrounds, ages and cultures.
- Experience successfully leading coordination of events such as or conferences.
- 2-5 years of experience in planning events and projects.
- Good understanding of digital marketing and communication technology
- Working knowledge of email marketing management platforms and social media
- Excellent communication skills including writing, speaking, and networking.
- Experience coordinating volunteers and committees.
- Extremely well organized and able to multitask across a variety of programs areas with an attention to detail.
- Ability to meet and adapt to shifting deadlines, manage multiple priorities, and work independently.
- Knowledge of target audiences and messaging requirements.
- Communicates with colleagues in concise, compelling, empathetic, and persuasive ways.
- Occasionally available in the evenings, weekdays, and/or weekends.

Qualifications

- Bachelor's degree in natural sciences, business, or communications preferred; a minimum of three years of experience in public relations, communications, or events planning may be substituted.

