



## Communications and Marketing Officer – MathsCity

We are looking for a talented and enthusiastic Communications and Marketing Officer (freelance) to join our team, driving public awareness of our new MathsCity attraction in Trinity Leeds and its associated programme of events.

### MathsWorldUK

MathsCity is a MathsWorldUK production.

This is an exciting opportunity to have a far-reaching impact, by joining MathsWorldUK at a dynamic stage in the charity's growth.

MathsWorldUK works with partners across the UK, Europe and the US to spark public excitement, curiosity and engagement with the wonders of maths. We aim to advance the public understanding of mathematics so that everyone, regardless of age, background and ability, can access and delight in the joy and power of mathematics.

Our mission is to create a world-class Mathematics Discovery Centre celebrating the mathematics at the heart of the patterns and structures of our world. A first for the UK, this will combine best practice from trailblazing partners across the world with ingenious new ideas and innovative environments developed in the UK. It will be a magnet visitor attraction, drawing visitors from across the UK and from overseas.

MathsCity is our first step towards realising this vision. In September 2021 we will launch, in the heart of Trinity Leeds, a dynamic interactive maths space where visitors of all ages will delight in mathematical play - and discover their inner mathematician! MathsCity will offer exciting maths experiences and challenges on the themes of problem solving, shape and space, designed as a modular exploratory 'journey' and supported by skilled facilitators. It will act as a hub for a wider programme including maths activity clubs, events and holiday activities.

MathsCity will draw on the ideas and knowledge of a far-reaching community committed to sharing the excitement and joy of maths: they include the likes of Professor Sir David Spiegelhalter (a regular expert contributor to media coverage of Covid-19); Dr Hannah Fry (leading media presenter, podcaster and public speaker); and Bobby Seagull (broadcaster, writer and a national campaigner for maths literacy).

### The role:

In this role you will be responsible for creating high quality visual and written content for MathsCity; supporting the growth and delivery of its programmes by nurturing relationships with schools, community partners and delivery partners; supporting fundraising activity through digital fundraising campaigns and stewardship of supporters; and day to day running of our social media and website.

A key member of a small, flexible team, you will have significant ownership over your work and the ability to make a real difference both in Leeds and to MathsWorld: at this critical stage in our development you will have a significant impact on our growth and future success.

### Main responsibilities:

Reporting to the CEO of MathsWorldUK, your main responsibilities will be:

- Planning the ongoing management of marketing for MathsCity, ensuring brand consistency across all communications and media

- Creating content for press and publicity
- Maintaining and updating the MathsCity website
- Creating, designing, scheduling and managing social media campaigns
- Ensuring a regular social media presence across our channels with distinctive, engaging content
- Creating content for and managing mailings of schools e-newsletters
- Stewarding relationships with our marketing partners including marketing teams at Leeds BID, Trinity Leeds and Leeds City Council, ensuring that all joint marketing opportunities are maximised
- Building and maintaining working relationship with key media - local, regional, national and sector)
- Creating and managing an appropriate database for the management and stewardship of relationships with key stakeholders and funders

## Requirements:

### Skills and qualities

- Proven ability to communicate confidently, enthusiastically and effectively including presenting, writing and speaking fluently in English
- Excellent interpersonal skills and ability to influence a wide range of stakeholders
- An understanding of marketing including knowledge of social media and digital communications and awareness of market trends
- Proficient computer use, including word processing and use of spreadsheets
- A keen eye for design and attention to detail
- Ability to use relevant design tools such as Photoshop, In Design and Canva
- Solid understanding of data protection regulations
- Ability to work independently with a pro-active, creative and positive attitude
- Strong project and time management skills
- An interest in education matters and a passion for STEM education in particular (desirable)

### Experience

- Use of marketing software such as Mailchimp, Salesforce, mail merges and website editing software
- Experience of successfully maintaining strong relationships with a range of stakeholders: in person, by telephone and in writing
- Effective use of Social Media scheduling and analysis tools
- Project and campaign management experience

**Terms:** Freelance, part-time/flexible hours, working from home but with attendance expected at regular meetings and events in Leeds. Initial contract offered over 5 months from late August to December inclusive, estimated at approximately 30 days in total. The intention is to extend and grow the role beyond this point, subject to funding.

To apply please email a CV to [katie.chicot@mathsworlduk.com](mailto:katie.chicot@mathsworlduk.com) together with a cover letter (no more than 3 sides A4) that demonstrates your suitability for the role and sets out the daily rates charged. The deadline for submissions is Friday 30<sup>th</sup> July 2021.

Interviews will likely be held on 11<sup>th</sup> August via Zoom.

*MathsWorldUK welcomes applications from all sections of the community. We value diversity and promote inclusion, which we aim to demonstrate through our activities, as well as in our policies and working practices.*

MathsWorldUK is registered in England and Wales as a charity (number 1155010) and a company (number 8370409) <https://www.mathsworlduk.com/>