

## **Scientific Communications and Outreach Officer - Universities Federation for Animal Welfare/Humane Slaughter Association.**

**Salary: £28331 to £36914 plus £2194 London Weighting (where applicable).**

**Full time, Hertfordshire (UK) based (with the possibility of home and/or flexible working)**

Are you a talented science communicator who shares our passion for using scientific evidence to benefit the lives of animals? Can you help us improve the way we disseminate knowledge about animal welfare to a wide range of audiences?

The Universities Federation for Animal Welfare (UFAW) and the Humane Slaughter Association (HSA) are two sister charities focussed on the promotion of scientific, evidence-based approaches to animal welfare. We fund research, support the animal welfare science community and advocate for evidence-based improvements to animal welfare worldwide.

Communicating animal welfare science to both specialist audiences and the wider public is key to turning science into real-world improvements in animal welfare. Both charities are looking to improve the way they translate animal welfare science information into effective communications aimed at various audiences.

You will have a comprehensive scientific knowledge (likely including a degree or postgraduate qualification in a biological science or veterinary medicine) and be a natural and experienced communicator. The ideal candidate will have a portfolio of science communication work through which they can demonstrate their skills.

The postholder will work closely with our internal scientific and technical staff as well as the scientists and experts we work with to produce communications using multiple channels including web, e-learning resources, print, social media, video etc. You should also have experience of promoting news-worthy stories to the media through press-releases and other routes. Experience of graphic design, infographic production and video editing would be advantageous.

This position can be office-based, or predominantly home-based: however, the postholder will be expected to attend some meetings at our offices in Hertfordshire and to undertake travel within the UK and possibly overseas. Because we're based in the UK, the appointee will need to be UK-based and legally entitled to work in the UK.

The candidate must be comfortable with the charities' approach to animal welfare which includes co-operation with industries which use animals, including the livestock and slaughter industries. Whilst both charities promote the highest standards of animal welfare, they do not oppose the use of animals *per se*.

To learn more or to apply please visit [ufaw.org.uk/careers](http://ufaw.org.uk/careers)

### **Universities Federation for Animal Welfare**

Registered Charity No 207996 (Registered in England) and Company Limited by Guarantee No 579991

### **Humane Slaughter Association**

Registered Charity in England No 1159690: Charitable Incorporated Organisation.

The Old School, Brewhouse Hill, Wheathampstead, Herts, AL4 8AN, UK

## Welcome from the CEO

Welcome, thank you for your interest in the role of Scientific Communications Officer at the Universities Federation for Animal Welfare (UFAW) and the Humane Slaughter Association (HSA). Both charities make a real difference to animal welfare through their evidence-based, scientific approaches to understanding and improving the lives of animals. To keep achieving real change for animals we need to ensure that we communicate what we do, and the knowledge that we create, clearly and effectively. I am committed to working alongside the person appointed to this role to transform our communications. There is a lot of work to do and this position offers a great opportunity for the right person to have a lasting impact on both charities.

I hope you will decide to apply for this exciting role. Please contact [moorman@ufaw.org.uk](mailto:moorman@ufaw.org.uk) if you require any further information or wish to arrange an informal discussion with me.

Yours Sincerely,

A handwritten signature in black ink, appearing to read 'Huw Golledge' followed by a stylized flourish.

Huw Golledge

Chief Executive Officer and Scientific Director

## About the organisations:

Since 1987 Council Members and Trustees of the Universities Federation for Animal Welfare (UFAW) have also been the Trustees of the Humane Slaughter Association (HSA) which is a Charitable Incorporated Organisation. Some staff members (including the Scientific Communications Officer), are shared between the two organisations and they also share office space. However, the HSA and UFAW are financially independent.

## The Universities Federation for Animal Welfare

### *Science in the service of animal welfare*



Registered Charity No 207996 (Registered in England) and Company Limited by Guarantee No 579991

The Universities Federation for Animal Welfare (UFAW) is an internationally renowned scientific and educational animal welfare charity based in Hertfordshire, UK. We work to develop and promote improvements in the welfare of all animals through scientific and educational activity worldwide, through promoting and supporting developments in the science and technology that underpin advances in animal welfare, promoting education in animal care, providing expert advice to governments and other organisations, and helping to draft and amend laws and guidelines. In promoting a scientific approach to addressing animal welfare concerns, UFAW has played a key role in advancing the subject in theory and in practice. A major part of our effort is capacity-building for animal welfare, including funding for providing opportunities for young animal welfare scientists.

You can learn more about our work here: [www.ufaw.org.uk/our-work/ufaws-work](http://www.ufaw.org.uk/our-work/ufaws-work)

and our staff here: [www.ufaw.org.uk/about-ufaw/our-staff](http://www.ufaw.org.uk/about-ufaw/our-staff)

## The Humane Slaughter Association

### *'Caring Beyond the Farm Gate'*

Registered Charity No 1159690 (Charitable Incorporated Organization)



The Humane Slaughter Association (HSA) is a charity recognised internationally for promoting scientific, technical and educational advances towards improving the welfare of food animals worldwide at slaughter, killing, marketing and transport. The HSA has gained an international reputation for being a knowledgeable and practical organisation, with a sound understanding of livestock and livestock handling. The HSA is respected for its focus on science-based solutions and the support it has given to scientific and technical development in its field. We work around the world to promote the humane treatment of animals and have specific programmes to promote humane slaughter and transport of animals in China and Africa.

Learn more about our work here: [www.hsa.org.uk/about/about](http://www.hsa.org.uk/about/about)

Our staff: [www.hsa.org.uk/about/hsa-staff](http://www.hsa.org.uk/about/hsa-staff)

## **Scientific Communications and Outreach Officer – Job Description**

**Reports to:** Chief Executive Officer.

### **Scientific Communications**

- Using their creativity and expertise, publicise the scientific work of the charities, and animal welfare science in general, through the production of press-releases, publicity material, social media, etc. and via the charities' websites.
- Communicate complex scientific ideas and promote the charities' scientific and technical activities to expert, student and lay audiences. For lay audiences; take complex animal welfare information and translate this into plain English information resources for the general community.
- Capably provide clear and informative expert responses to internal and external enquiries about animal welfare issues.
- Act as a media spokesperson for the charities where appropriate, effectively communicating complex scientific and technical concepts to both the specialist and non-specialist audiences.
- Maintain the charities' social media accounts, including expert scientific dialogue with scientific and technical stakeholders as well as the general community.
- Keep abreast of developments and trends in social media best practices to ensure the charities maintain their presence across modern communication channels as appropriate.
- Pro-actively seek and select appropriate content/news/updates for social media posts and other communications targeted to academic and technical audiences, or to the general community.
- Engage effectively with academic animal welfare scientists to communicate information about their work to wider audiences and to publicise the charities' work to them.
- Digitally design attractive, professional communications material, including websites social media packages, for use across multiple platforms.
- Create engaging visual communications (e.g. infographics, visual abstracts, etc.) about the charities and their work.
- Prepare and edit video material, such as interviews with members, scientists, and staff, to promote the activities of the charities.
- Write and edit documents including reports from conferences and workshops, newsletters and annual reports, etc.

- Ensure consistent branding and clarity of publicly available documents, ensuring that content used by the charities is correct and appropriate, avoiding the use of images of animals with poor welfare, unless to illustrate such issues.
- Conduct horizon-scans to ensure the charities develop a clear strategic position on all relevant animal welfare issues, in conjunction with relevant staff and Council members.
- Contribute to strategic planning to promote the public understanding of the charities' activities and enhance communication within the charities, as well as with external parties.
- Together with the scientific staff, monitor and evaluate the research funded by the charities. Assess and publicise the impact of that work.

### **Educational Material Development**

- Maintain and update the charities' educational and information resources on the website, adapting these as required for technical, professional and lay audiences.
- Develop (in conjunction with other technical staff where appropriate) educational materials including sections of the websites, e-learning resources, visual communications, videos, etc.
- Maintain the charities' websites and other electronic resources.

### **Outreach**

- Promote the charities at events (agricultural shows, conferences, etc.) including the provision of technical presentations.
- Promote the charities through presentations to students and other audiences who may be interested in the technical work of the charities.

## **Scientific Communications Officer – Person Specification**

### Qualifications

Essential: Science or veterinary degree, ideally with a postgraduate qualification or equivalent experience. In exceptional circumstances these requirements can be waived for a candidate with significant practical experience.

Desirable: Tertiary qualification in science communication or a minimum of three years demonstrated experience creating written and visual science content for lay and professional audiences.

### Experience

Previous demonstrable experience in communication of scientific ideas across a range of media (e.g. web, print, audio, visual) at a science-based organisation, such as a science- or research-focused charity, university, research institution or similar.

The candidate should have a high degree of digital literacy ideally including experience of content creation using digital tools.

### Personal Qualities

The candidate must be comfortable with the charities' approach to animal welfare which includes co-operation with the livestock and slaughter industry, as well as laboratory animal researchers. Whilst both charities promote the highest standards of animal welfare, they do not oppose the use of animals by humans for research or food.

The ideal candidate will enjoy working as part of a small team, but also be confident to take the lead and work unsupervised when necessary.

### Eligibility

Because the charities are based in the UK you must be legally entitled to work and reside in the UK. The successful candidate will be expected to reside in the UK whilst employed by the charities.

We envisage this roll as a full-time one but are willing to consider other working patterns for the right candidate.

Please note, that if you wish to work from home, we require a reliable internet connection with a minimum 10Mb/s broadband.

## **Job Benefits**

Payscale: UCEA NCIa: £28331 to £36914 (Full time or pro-rata Part Time), depending on experience and qualifications, plus £2194, London Weighting if appropriate.

Contributory pension scheme (inc. Employer's pension contribution of 8% of gross salary).

25 days paid holiday per year, plus statutory holidays.

Excellent training opportunities.

We operate a dog-friendly office.

## **To Apply**

Please submit a letter (maximum 2 sides of A4) describing how you meet the person specification and explaining your motivation for wanting to work with us and your CV. Please also specify your current remuneration details and notice period. Please include the names of two referees who may be contacted if you are shortlisted. Please also submit examples of (or links to) your communications work to demonstrate how you can fulfil the requirements of the job description.

Applications should be submitted to: [moorman@ufaw.org.uk](mailto:moorman@ufaw.org.uk).

## **Closing Date for applications is 5pm (BST) on 22<sup>nd</sup> October 2021**

We would be grateful if you would also complete a diversity monitoring form – this will be sent to you once we receive your application and can be returned anonymously.

## **Selection Process**

Shortlisted candidates will be invited to an initial online interview, unsuccessful candidates will be notified as soon as possible that they have not been shortlisted. Following the first interview a final shortlist will undergo a second interview which will involve completion of a communications task.

Please let us know if you require any special arrangements should you be invited to interview.

We anticipate that first interview will take place on the 4<sup>th</sup> or 5<sup>th</sup> November, and second interviews on the 11<sup>th</sup> or 12<sup>th</sup> November.

## **Employment Checks**

All offers of employment are made subject to the following criteria:

**Proof of eligibility to work in the UK, Proof of Residency, Satisfactory Employment Health Check, Two references satisfactory to the Charities.**

For any further information please contact [moorman@ufaw.org.uk](mailto:moorman@ufaw.org.uk), or call 01582 831 818

**UFAW requests no contact from agencies or media sales.**