

CONTENT CREATOR AND MARKETING COORDINATOR

Research and Innovation Division

SC5043

CANDIDATE BROCHURE



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WHAT MAKES UEA SO SPECIAL?

The University of East Anglia is a publicly funded major UK research and teaching university. It was built to embody a radical new vision for higher education, where interdisciplinarity is crucial and excellence in both research and teaching is valued. UEA consistently ranks within the top quarter of universities in the UK for the quality of research and teaching.

As a major regional employer and cultural centre, we take our regional civic responsibilities very seriously and have kept our sights on the people and place we call home. In fact, we launched our University Civic Charter in October 2023; created from in-depth community engagement, renewing our commitment to the region as part of our 60th anniversary.

There are many things which make UEA special, not least of which is the community of staff and students that work and study here. UEA includes three Nobel prize winners, including Sir Paul Nurse and Sir Michael Houghton, and many fellows of the Royal Society and British Academy amongst our alumni and current staff.

Our campus is home to Sir Denys Lasdun's iconic brutalist architecture set in hundreds of acres of beautiful country park that includes a large broad (lake). In the spirit of Lasdun's ambition to inspire an anatomy of ideas, today, UEA is tackling some of the key challenges of the changing world. UEA's research combines disciplines

and breaks new boundaries across its priority research themes of climate, creative and health.

UEA is the place where global warming was first documented. Since the 1970s, UEA's Climatic Research Unit, and more recently Tyndall Centre for Climate Change (Headquarters hosted at UEA), have played a pivotal role in developing temperature records and climate models, contributing to the understanding of climate change, and informing global policy. Many UEA scientists have played significant roles in the Intergovernmental Panel for Climate Change (IPCC), which was jointly awarded the 2007 Nobel Peace Prize for its efforts to increase public knowledge of anthropogenic climate change. Environmental Science and Global Studies at UEA continue to be a major powerhouse for research and teaching.

UEA is widely regarded as a pioneer in creative writing, having established the UK's first Creative Writing Masters programme in 1970. This renowned programme has since attracted and produced numerous successful writers, including Booker Prize winners such as Ian McEwan and Anne Enright, and Nobel Prize Winner Sir Kazuo Ishiguro. In recent years, UEA academics have played a pivotal role in the discovery and presentation of the Gloucester Royal shipwreck (Norfolk's Mary Rose). Our iconic Sainsbury Centre for Visual Arts is a major museum and arts research facility.



Health research at UEA not only embraces the Faculty of Medicine and Health but draws in research from both social and natural sciences. Research under this theme has made major contributions in the fields of healthy ageing, epidemiology and involving citizens (via our innovative Citizens' Academy) in improving health care outcomes. This theme benefits from close association with the other major research institutes on the Norwich Research Park; notably the Norfolk and Norwich University Hospital and the Quadram Institute. The Norwich Cancer Research Network, and Norfolk Institute for Healthy Ageing, are examples of key mechanisms for delivery of real impact from health research at UEA.

UEA has been a major success over the last 60 years and looks forward with confidence to the next 60 years.

For an informal discussion about the post please contact Saffron Myhill, Innovation Funding Team Manager via s.myhill@uea.ac.uk

UEA is part of the Norwich Research Park

Norwich Research Park (NRP) membership locates UEA in one of the largest concentrations of research institutes in the whole of Europe – four independent internationally-renowned research institutes: John Innes Centre, Quadram Institute, Earlham Institute and The Sainsbury Laboratory; with the University of East Anglia and Norfolk and Norwich University Hospitals NHS Foundation Trust, supported and funded by The John Innes Foundation, The Gatsby Foundation, and UKRI Biotechnology and Biological Sciences Research Council.

The NRP provides an ideal environment for collaborative use of infrastructure and facilities, with a single portal for academics and businesses to access the specialist facilities across the Park.

The Enterprise Centre is a regional business, knowledge and innovation hub, with workspace provision and supports over 80 businesses working alongside UEA staff and students in a dynamic and vibrant entrepreneurial community. On the wider NRP, there are dedicated laboratory and office spaces in the Innovation Centre and Centrum hosting over 600 staff within a total of 115 businesses and spinouts.



THE ROLE

The UEA Innovation Funding team design, deliver and manage a range of programmes and activities across the East of England supporting early-stage businesses and university enterprises. To support these programmes, and others across the wider RIN department, we are seeking a capable and pro-active person to create, co-ordinate, arrange and deliver high quality content, films and promotional campaigns across digital media, film, print and events.

The Content Creator and Marketing Coordinator will play a key role in supporting the Team's mission to enhance engagement with businesses, partners, and stakeholders. This role focuses on developing high-quality, impactful content and delivering targeted marketing campaigns that promote enterprise initiatives, partnerships, and opportunities across the University and its business facing activities.

Your job will be to work closely with the Communications Officer and the rest of the Team, liaising with external partners, investors and stakeholders, communicating with programme participants, event speakers and attendees, venues and other suppliers. You will devise and deliver campaigns, attend and coordinate programme events, and gather stories and material via personal interviews which will provide the basis for communicating the positive impacts of the various programmes.

This will be an exciting and dynamic role and will involve building good working relationships with a number of partners, stakeholders, participants and suppliers across a range of sectors.

Currently the team works in a hybrid pattern of homeworking plus days in the office. Our main HQ is at The Enterprise Centre on UEA campus in Norwich.

KEY RESPONSIBILITIES

CONTENT CREATION

- Develop engaging and high-quality content for digital and print channels, including website pages, blogs, case studies, newsletters, and social media.
- To devise, conceptualize, coordinate, produce, film, edit and deliver high quality filmed content.
- To plan, arrange and carry out in-depth interviews with a range of subjects at all levels of commercial and academic organisations.
- Translate complex enterprise activities (e.g., research collaborations, knowledge exchange, business support) into accessible and compelling narratives.
- Produce multimedia content such as videos, graphics, and infographics in collaboration with internal teams or external suppliers.
- Maintain a consistent tone of voice aligned with UEA brand guidelines.

MARKETING & CAMPAIGN DELIVERY

- Plan and execute integrated marketing campaigns to promote enterprise services, events, and partnerships.
- Support lead generation and stakeholder engagement through targeted communications.
- Monitor campaign performance and provide insights to optimise future activity.
- Manage and update content across digital platforms, ensuring accuracy and relevance.

THE ROLE (CONTINUED)

STAKEHOLDER ENGAGEMENT

- Work closely with team and partners to source stories and opportunities.
- Liaise with external partners, businesses, and organisations to co-create content and promote collaboration.
- Support event promotion and communications for enterprise-related activities.

BRAND & DIGITAL PRESENCE

- Ensure all content aligns with institutional brand and messaging.
- Contribute to the development of the teams online presence, including website and social media channels.
- Apply SEO and digital best practices to maximise reach and engagement.

OTHER

- Engage with the rest of the team across all areas of activity to seek opportunities to contribute to successful delivery of programmes and events.
- Engage with external media to proactively source relevant stories of interest from across the early stage investment, clean-tech and creative industries sectors which may be useful to the work of the team.
- To work with the Team to ensure events and meetings are delivered to a professional standard, proactively considering details and participants needs.
- When necessary, to travel to a range of venues around East Anglia to ensure all arrangements necessary for each event are coordinated and

carried out to a high standard.

- To greet participants and invitees to all events (there will be occasional evening events although the majority will be within usual working hours) and to critically assess how the programme can add value by making introductions across the programmes wider network.
- To provide support to the Communications Coordinator and other team members and to proactively work to ensure all elements of events can be delivered professionally.
- To assist with project responsibilities for gathering information, reporting, monitoring and evaluating.

OTHER DUTIES

- To undertake travel within Norfolk, Suffolk, Cambridgeshire and Peterborough and other areas as necessary.
- To work flexibly to provide suitable cover for all aspects of programme events as part of the team.
- Such other reasonable duties as may be from time to time required by the Innovation Funding Team Officer.

THE PERSON

EDUCATION, EXPERIENCE AND ACHIEVEMENTS

- Two A levels at Grades A-E and five GCSEs at Grades A-C (including Mathematics and English), or equivalent experience (E)
- Experience producing print and multimedia content (video, design, or photography) (E)
- Proven experience in content creation and marketing in a corporate setting with a business focus (E)
- Proven experience and understanding of working in a corporate environment with business founders and entrepreneurs (E)
- Proven technical capability and responsible approach to specify and manage the transportation and use of film and AV, props and other technical equipment and property (E)
- Experience managing digital channels (websites, social media, email marketing) (E)
- Experience in content creation and marketing within higher education, public sector, or B2B environments (D)

SKILLS AND KNOWLEDGE

- Proven competency in IT skills (Word, Excel, e-mail and databases) including and knowledge/ skilled use of web authoring packages (E)
- Proven capability and flair for production of high-quality short films for promotional and knowledge exchange use (E)
- Excellent written and verbal communication skills with the ability to adapt tone for different audiences (E)
- Strong organisational skills with the ability to manage multiple projects and deadlines (E)
- Creative thinking with a proactive and collaborative approach (E)
- Team player with ability to collaborate with multiple stakeholders (E)
- Knowledge of enterprise, innovation, or knowledge exchange activities within a university context (D)
- Familiarity with analytics tools (e.g., Google Analytics) and CRM systems (D)

PERSONAL ATTRIBUTES

- Organised and methodical (E)
- Self-motivated to work independently without close supervision (E)
- Ability to use own initiative and resolve problems (E)
- Demonstrate UEA's Values and behaviours in day-to-day work and support a team culture that reflects them (E)
- Willingness to change and develop work practices (E)
- Confident, articulate and credible (E)
- Able to maintain confidentiality (E)
- Responsible for managing own work objectives, professional development, belonging and wellbeing (E)

Essential Requirements (E) are those, without which, a candidate would not be able to do the job.

Desirable Requirements (D) are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

FURTHER INFORMATION

The post is available from 1 October 2026 on a full-time basis for a fixed term period until 31 December 2030.

This temporary post is available to cover for the secondment of the existing postholder. The appointment will be terminated (one week's notice) at the end of the week immediately preceding the return of the postholder from secondment.

A secondment will be considered, and applicants should please ensure that a secondment will be possible with their Line Manager/Head of Department, before submitting a formal application.

Salary will be £31,236 to £37,694 per annum on Grade 6 on the single salary spine.

Place of Work - The University is strongly committed to providing an excellent student experience and research environment, and it is expected that all staff will be available on campus to carry out their duties during their working week in support of these goals. We have a hybrid-working policy which supports a mix of at home and on campus 'hybrid' working for many roles. For the majority of hybrid roles, the expectation is a minimum of 60% of working time will be spent physically present in the workplace.

The flexibility of the hybrid-working policy allows the possibility of some remote working, but it is the expectation that all appointments will be UK based, with any overseas working agreed in advance by exception only.

This vacancy is not eligible for sponsorship. The successful candidate must hold or obtain permission to work in the UK, which would allow them to take up this post.

The post is superannuable under the Group Personal Pension and there is an annual leave entitlement of 25 days plus statutory (8 days) and customary (6 days) holidays, pro rata for part-time. The University is committed to creating an environment where the health, welfare and safety of all students and staff is of paramount importance. The University's Safeguarding Policy addresses both child protection and safeguarding children, young people and vulnerable adults within the work of the University. Appointment will be subject to satisfactory pre-employment checks, which may include an Occupational Health assessment.

Information on the benefits of working at UEA can be found at <https://www.uea.ac.uk/about/working-at-uea>.

If you require the information contained within this candidate brochure in a different format please email staff.recruitment@uea.ac.uk

HOW TO APPLY

To apply for this vacancy, please follow the online instructions at: <https://vacancies.uea.ac.uk>

The closing date for this role is 11:59pm on **8 September 2026**.

It is anticipated that interviews will take place on **22 September 2026** and we will inform you of the outcome of your application prior to this date.

Candidates should note that travel and incidental expenses incurred in attending an in-person interview will not be reimbursed.

ABOUT THE DIVISION

The Research and Innovation Division (RIN) is responsible for supporting and managing the administration for all research, training and consultancy grant applications and awards and other similar externally-funded grant opportunities.

Research and Innovation Services support the lifecycle of research and innovation activity by:

- Advising and supporting academics in their research and innovation activities
- Supporting research integrity
- Investigating research misconduct
- Managing relationships with a range of funders, partners and organisations
- Supporting the work of the University's Research and Innovation Executives
- Co-ordinating REF and HEIF submissions and associated activity
- Providing management information to support research and innovation
- Managing UEA's Current Research Information System (Pure)
- Linking with external organisations in support of RIN/UEA activity





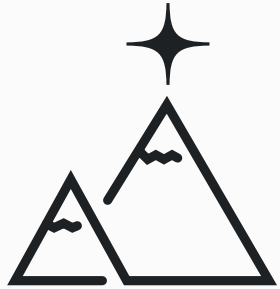
OUR VALUES

Shaped by staff, our UEA values represent a core set of standards for how we behave as an employer, drive excellence in teaching, learning and research, and collaborate as an anchor institution in our local community.

From tackling global challenges, striving for student and staff success, and creating a vibrant inclusive environment, our values are what unite us.

- ✦ AMBITION
- ✦ COLLABORATION
- ✦ EMPOWERMENT
- ✦ RESPECT

OUR VALUES (CONTINUED)



AMBITION

We are ambitious for our future success.

We are forward-thinking and brave in our approach and decisions. We make space for innovation and creativity, seizing opportunities that are responsible and sustainable. We are ambitious for the advancement of education and research.



COLLABORATION

We are collaborative in our approach.

We work together with shared purpose. We build connections, share ideas and develop new networks. We champion our regional, national and global relationships and demonstrate that together we can achieve greater goals and positively influence the world around us.



EMPOWERMENT

We empower ourselves and each other.

We develop ourselves and others, trusting people to make decisions based on their expertise and knowledge. We continually improve systems and processes to support us in working in an agile and efficient way.



RESPECT

We respect each other.

We treat everyone with respect and dignity. We value diversity and foster a community where people can express different thoughts and views. We are open to challenge, so we can learn and improve. We encourage a positive, inclusive environment where everyone has opportunities to fulfil their potential.

Leadership Framework

Leading Self (Take action)

Role model the values
Act with integrity
Own your actions

The leadership practice of leading yourself means role modelling the UEA values, acting with integrity in everything you do and taking responsibility for your actions.

Leading Self involves being accountable for your professional development; that may include development that supports you with performance in your current role or looks at developing skills that prepare you for future opportunities.

Leadership approach – Values Based



Leading Others (Inspire the team)

Engage the team
Empower, coach and develop
Create a feedback culture

The leadership practice of leading others means, inspiring, engaging and motivating other individuals (or a team) to work cohesively and to perform well.

Leading Others involves being accountable for the direction, development, encouragement, support and performance of other people. This may mean you are responsible for leading others through developmental and/or transitional change.

Leadership approach – Developmental



Leading The University (Imagine future success)

Drive strategic development
Be bold
Review and evaluate progress

The leadership practice of leading the university means imagining sustainable future successes for the university and translating that vision into strategic objectives and goals that teams can work collaboratively on delivering.

Leading The University involves being accountable for the strategic direction and development. It requires a clear vision, direction and bold decision making. You may be responsible for leading the University through systemic or transformative change which will involve robust review and evaluation processes.

Leadership approach – Adaptive



ACCOLADES

- Queen's Anniversary Prizes for Higher and Further Education have been awarded to UEA for international development studies (2009), creative writing (2011) and environmental sciences (2017). Notable alumni include Sir Paul Nurse (1973, Nobel Prize for Medicine 2001), Sir Kazuo Ishiguro (1980, Nobel Prize for Literature 2017), Sir Michael Houghton (1972, Nobel Prize for Medicine 2020) and Sarah Gilbert (1983) who led the Oxford University team to develop a COVID-19 vaccine, approved in 2020.
- Our Doctoral College, established in 2018, hosts six Doctoral Training Partnerships and integrates Faculty and School provision for 1600 Postgraduate Research Students (including those from across the Norwich Research Park), enabling collaboration and innovation.
- We recognise our global impact and were one of the first universities to declare a climate and biodiversity emergency in June 2019. Our sustainable campus, including over 50 acres of environmentally valuable parkland, is constantly evolving with ambitions to be 100% net zero by 2045 or sooner.
- UEA is a University of Sanctuary, an accreditation given to universities that show an ongoing commitment to creating a welcoming culture of inclusivity and awareness.
- UEA was awarded the Silver Athena SWAN Award in 2019, and all our Schools hold awards at Bronze or Silver.

A vibrant place to study, learn and work, UEA is a very special place.



A SUSTAINABLE UNIVERSITY

At UEA, we are now working to create a university that will be even better in the future, and we are working to achieve net zero carbon by 2045 (or earlier). Our Sustainable Ways vision is one of a resilient university – where consumption is efficient and self-generated energy supports low carbon goals, supported by a vibrant community of world-leading researchers and inspired graduates.

At a basic level, our sustainable development means that we try to balance the 'three pillars' of environmental, economic and social elements.

We challenge our environmental impact through on-site energy generation and a district heating and cooling network, reducing our reliance on grid electricity and therefore fossil fuels. We promote and use recycled and 'eco' products such as biological cleaning materials. We champion local suppliers and ethical causes, including Fairtrade and vegan products. We seek to ensure value for money in a holistic, whole-life costing sense in our new buildings and procurement contracts.

OUR INITIATIVES

Central campaigns, such as holiday shut-downs or awareness day events, support a whole-University approach to energy saving and other initiatives.

Follow us on X [@SustainableUEA](https://twitter.com/SustainableUEA)



OUR CAMPUS

UEA is based on a campus that provides top quality academic, social and cultural facilities to over 17,000 students.

Although located in 320 acres of rolling parkland, virtually no part of the campus is more than a few minutes' walk from anywhere else, so everything is close at hand – the library, nursery, health centre, supermarket (incorporating a post office) and restaurants. Amongst the striking buildings is the UEA's Sainsbury Centre for Visual Arts, which contains the Robert and Lisa Sainsbury Collection – one of the greatest art collections formed in Europe during the 20th Century.

The University has invested in new learning and teaching and research spaces, including a celebrated new Enterprise Centre that underpins its commitment to promoting student enterprise and entrepreneurship.

Sport and Recreation plays a major part in the life of the University of East Anglia, centred around the major Sportspark facility which is one of the most successful community sport facilities in the UK. This accessible and affordable facility provides a diverse range of activities, and incorporates a 50m Olympic size swimming pool, indoor climbing wall, coaching resource centre and sports injury clinic.



NORWICH

A CITY OF STORIES

The city's motto is 'A fine city' and its strong cultural heritage has seen Norwich maintain the best of its historical character whilst developing to become one of the most vibrant and attractive cities in Europe. Norwich offers miles of riverside walks and cycle ways, and a unique collection of 1930s parks. The city is surrounded by beautiful countryside and within easy reach of the stunning Norfolk coast.

Norwich is a UNESCO World city of Literature, the first in the UK, as well as being one of the newly named Tech Cities recognising the growth of digital businesses in the region. The most prominent high-rise building, apart from the castle, is the magnificent 11th century cathedral, which still dominates the skyline. The city's medieval centre of cobbled streets remains largely intact, but there is still space for modern buildings such as the city's centrepiece, the Forum, which is a striking piece of contemporary architecture. The glass front overlooks the colourful open-air market (one of the largest in the country) and reflects the city in all its diversity.

The city is consistently rated as one of the top ten shopping venues in the UK. Norfolk and Suffolk attract thousands of visitors each summer. The famous Norfolk Broads are among the most important wetlands in Europe and a haven for rare plants, wildlife and insects. The Broads attract holidaymakers who come to navigate the intricate natural network of waterways formed by the Rivers Bure, Yare and Waveney and their tributaries.

For further information about UEA's excellent facilities, staff benefits, picturesque campus and the UEA working environment, please visit the 'Careers at UEA' microsite <https://www.uea.ac.uk/about/working-at-uea>. Additional information about living and working in the city of Norwich can be found at <https://www.workinnorwich.co.uk/>



If there is another city in the United Kingdom with a school of painters named after it, a matchless modern art gallery, a university with a reputation for literary excellence which can boast Booker Prize-winning alumni, one of the grandest Romanesque cathedrals in the world, an extraordinary new state-of-the-art public library then I have yet to hear of it. Norwich is a fine city. None finer.

STEPHEN FRY



LOCATION

Some cities you've heard of, others you have to discover.

Norwich is one of the most beautiful, modern historic cities in Britain. It's a city that celebrates the independent, stimulates creativity, promotes change and encourages diversity.

UEA is a campus university located 3 miles from the centre of Norwich. Situated in the heart of Norfolk, which means it's an ideal location to explore Norwich and beyond.

BY RAIL

LONDON • 2 HOURS

CAMBRIDGE • 1 HR 15 MINS

BIRMINGHAM • 4 HOURS

Many European cities (including Paris and Amsterdam) easily accessible by train

BY ROAD

KINGS LYNN • 1 HOUR

CROMER • 45 MINUTES

SOUTHWOLD • 1 HOUR

BY AIR

NORWICH AIRPORT • 20 MINUTES

STANSTED AIRPORT • 2 HOURS

London is a major airline hub and all main international destinations are easily accessible



An internationally renowned university, UEA is ranked 26th in the UK (Complete University Guide 2026) and is in the UK Top 25 for research quality (Times Higher Education Rankings 2026) reflecting the international excellence of its research environment. We are in the World Top 60 (QS World Rankings for Sustainability 2025) and the World Top 9th for reduced inequalities (Times Higher Education Impact Rankings 2026). The University holds UK Teaching Excellence Framework Silver status.

Equality, Diversity, Inclusion and Wellbeing

The University is committed to diversifying its workforce and to the wellbeing of all our staff. For example, we hold an Athena SWAN Silver Institutional Award (since 2019) in recognition of our advancement towards gender equality for all. Further details on our broader Equality, Diversity, Inclusion and Wellbeing work can be found on our [website](#).

