

Communications Officer, writer and content creator Job Description & Person Specification

The Institute for Optimum Nutrition

Job title: Communications Officer, writer and content creator	Starting salary: £24,720 0.8 FTE pro rata (£30,900 full-time)
Reports to: Senior Communications Officer	Responsible for: -
Department: Marketing & Communications	Contract terms: Permanent, part-time (0.8FTE) 30 hours pw
Last updated: 26 th February 2026	

Job Description

Main purpose of the job

To effectively deliver ION's marketing and communications activities, supporting the implementation of ION's strategic objectives while strengthening brand awareness and engagement among new and existing audiences. Working as part of the marketing and communications team, liaise with external contractors and suppliers.

Main duties and accountabilities

Communications content

1. Implement work streams to deliver marketing and communications strategy, including:
 - a. ION website: manage website content, articles and podcasts.
 - b. Newsletter: develop and distribute engaging content
 - c. Bi-annual booklet: support content creation and production
 - d. Other marketing assets: support the creation of the prospectus, social media content (Facebook, Twitter, Instagram and LinkedIn), email campaigns and marketing materials
2. Support the creation/revision, communication and use of style guides, guidelines and other resources to support quality.

3. Adhere to ION guidelines and style.
4. Develop, produce and edit content of written and audio materials.
5. In all activities and tasks ensure that outputs are produced to required standards and in accordance with approval processes.
6. Comply with:
 - a. Communications law, regulation and good practice
 - b. ION's quality standards and branding
 - c. GDPR
7. Take responsibility for quality control of content produced by yourself and others.

Marketing and Communication strategy

1. Support the development and implementation of the marketing and communications strategy, contributing ideas to support strategic decisions.

Managing self and collaboration

1. Manage your own workload.
2. Work effectively with staff across the organisation to achieve organisation objectives.
3. Be supportive to other colleagues in your work to create a collegiate work environment.

Communication

1. Support the development of effective digital communications across channels including the website, social media, podcasts, corporate emails, and other digital platforms.

Liaison and networking

1. Source and develop contacts to generate content for the ION website, eNewsletter, bi-annual booklet, podcasts, and marketing materials.
2. Liaise with the design team to create digital and printed materials.
3. Collaborate with academic and corporate team members to review content for accuracy, noting that final responsibility for accuracy remains with the content owners.
4. Work with relevant staff to support the promotion of ION events.
5. Provide reports on communications activity to team and departmental meetings.

Teamwork

1. Work with team members to effectively deliver the marketing and communications activities.
2. Work effectively with teams across the Institute.
3. Support the development of marketing and communications activities.
4. Contribute to a positive working environment by addressing and helping resolve conflicts within and between teams.

Initiative, problem solving and decision-making

1. Resolve problems affecting the quality of marketing and communications activity.
2. Work with the team to develop quality standards for production of content (style guide, guidelines, library of resources, templates etc.)
3. Share ideas for potential opportunities for strategic development of marketing and communication activities

Planning and managing resources

1. Develop and maintain content creation calendar, scheduling content according to the marketing and communications strategies.
2. Monitor and report on the effectiveness of content across all media.

3. Be involved in Institute level strategic planning and contribute to the Institution’s strategic planning processes.

This job description summarises the main duties and accountabilities of the post and is not comprehensive: the post-holder may be required to undertake other duties of similar level and responsibility.

Person Specification

All criteria are considered essential unless otherwise stated.

	Essential criteria	Desirable criteria
Attainments/qualifications	<ul style="list-style-type: none"> • Qualified journalist/or equivalent work experience in a journalistic/writing role 	<ul style="list-style-type: none"> • Nutrition, health, or science qualification
Skills and understanding	<ul style="list-style-type: none"> • Possess an in-depth understanding of journalism and communication tools • Understanding of media law • Ability to read/understand research papers • Ability to accurately proof and sub content • Ability to use InDesign and Photoshop 	<ul style="list-style-type: none"> • Understanding of ASA guidelines • Understanding of marketing • Knowledge of Audition, Premier Pro, and Dreamweaver
Prior experience	<ul style="list-style-type: none"> • Have experience of writing researched articles • Adapt content to be used across multi-media platforms • Have experience of working in teams and/or functions in a busy environment with conflicting priorities 	<ul style="list-style-type: none"> • Experience of writing press releases • Liaising with PR companies
Behavioural characteristics	<ul style="list-style-type: none"> • A fast worker, happy working under pressure to deadlines • Excellent written and verbal communication skills • Able to participate in and develop external networks • Be able to demonstrate independent and self-managing working styles • An understanding of the importance of equality and diversity within an organisation and a commitment to helping create an inclusive culture 	

Other

- Active engagement in ION staff supervision and performance management programme, and wider organisation activity
- Hybrid working between Richmond and home