COMMUNICATIONS & DIGITAL MARKETING LEAD

Closing date: Thursday 26th November

Interview dates: Friday 4th December and Monday 7th December

About the role

The Institution of Environmental Sciences (IES) is seeking a part-time Communications & Digital Marketing Lead (4 days per week) for an 18-month fixed term, to join our small team and drive our new Communications and Digital Marketing strategies.

The Communications & Digital Marketing Lead will work with teams across all areas of the IES (including the Events, Communities, Publications and Policy teams) to plan, implement and maintain an engaging and effective Communications Strategy and develop a Digital Marketing Strategy.

Continuing the momentum of the organisation's recent rebrand, the Communications & Digital Marketing Lead will work with the staff team to reach new audiences, engage with new and existing members, and embed innovative communications practices into the IES's day-to-day work. They will build on existing IES communications plans and priorities, championing our work and its outputs – including events, publications, and policy outputs – as well as exploring new areas for development and expansion.

The new Communications & Digital Marketing Lead will be a proactive, creative, and collaborative individual with strong experience in communications and/or marketing. They will be comfortable working both independently, remotely and with a small staff team. They will understand the opportunities and challenges of working in an environmental non-profit and contribute positively to the organisation's goals of reaching new audiences and supporting its members to make a difference in the environment sector.

The role will be remote, apart from quarterly team days held in central London. There will be the occasional need to travel within the UK for work events.

Is this the role for you?

This opportunity might be for you if you enjoy using your strategic, creative, and copywriting skills for a purpose-led organisation. You will have experience in communications and/or marketing to reach, support, and connect a diverse community of people and stakeholders. You will be motivated by driving impact through data insights and pursuing new business opportunities.

If you have a particular passion for science-led environmental storytelling, this could be a great fit.

About the Institution of Environmental Sciences (IES)

As the global professional membership body for environmental scientists, the IES supports a diverse network of professionals all over the world – and at every stage of their education and careers – to connect, develop, progress and inspire. We've been working since 1971 to ensure that the environmental scientists of today – and of the future – are connected, skilled and knowledgeable. We support our members to reach their career goals through Chartership and membership opportunities, and work to raise the profile of our members' increasingly crucial work. Today, there is an environmental dimension to every debate – and our thousands of members are embedded in every field at the heart of global, evidence-based solutions.

Our strong ties with academia, government and the professions mean we're in a unique position to influence transformative change. Working as one, we know we can help each other solve environmental challenges and co-create a sustainable society for people and nature alike.

The IES is at the forefront of uniting this interdisciplinary field around a shared goal: to work with speed, vision and expertise to solve the world's most pressing environmental challenges, together.

How the IES can support you

We offer our employees:

- **Flexible working**: employees can structure their working week around our core hours of 10 am – 4pm.
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- **Remote work**, with quarterly team days in person (usually in London).
- The IES is a **Disability Confident employer:** disabled applicants who meet the essential criteria for a role will be guaranteed an interview.

We want to hear from candidates with a range of backgrounds and work histories. If you anticipate needing any type of assistance to make the application process accessible, please get in touch with us at info@the-ies.org +44 (0)20 3862 7484. Adjustments and assistance will be available to candidates at each stage of the recruitment process, and you are welcome to contact us to discuss accessibility requirements for our office (which is used for in-person quarterly team meetings). Our team will work with you to ensure you have what you need to perform at your best. There is no need to share details of any disability or condition to access adjustments to the application process, though you are welcome to if it will help us better accommodate your needs

The office space we rent for quarterly meeting is a short, flat walk from London Bridge station. There is a small step to access the building, but the office itself is accessible by lift.

The details

Job title: Communications & Digital Marketing Lead

Location: Remote, with quarterly in-person meetings in London

Hours: Part-time (4 days per week/0.8/30 hours per week) There is

potential to expand the role in the future based upon organisational needs

Holidays: 25 days per annum, plus public holidays (pro rata)

Salary: £ 28,288.8 (£35,361 FTE)

Pension: 9% (5% employee, 4% employer contribution), rising to 13% after one year's service.

Term: Fixed term – 18 months, with the possibility of an extension if the role is a success.

Responsibilities

Communications & Digital Marketing strategies

- Develop and maintain evidence based and innovative Communication and Digital Marketing strategies.
- Define and segment priority (e.g. members, prospective members, students, education institutes, employers, policy stakeholders) and underrepresented audiences with tailored messaging that drives participation and partnership growth.
- Plan and deliver creative, multi-channel campaigns to promote membership, events, publications, accreditation, policy work, and other strategic priorities.
- Provide specialist expertise and training in communications and digital marketing across internal teams.

Content & Creative Delivery

- Lead the creation of high-quality, engaging content for web, email campaigns, social media, videos, and promotional materials
- Develop compelling copy that translates complex environmental science into accessible, persuasive messaging, to maximise engagement and impact.

- Oversee content planning and campaign schedules, ensuring timely delivery and clear calls to action.
- Support clear user journeys and member pathways.

Insight, Monitoring & Improvement

- Collaborate with Senior Management and departmental teams (Events, Policy, Publications, Membership) to support core strategic goals and income generation.
- Establish clear performance metrics (engagement, conversion, retention), using audience analytics and continuous testing to optimise campaigns.

Skills, knowledge, and experience

Essential

- Demonstrated experience developing and implementing communications and digital marketing strategies, balancing strategic planning with hands-on campaign execution.
- Proven experience developing and delivering integrated communications or digital marketing plans and multi-channel campaigns.
- Excellent copywriting and editing skills, with the ability to translate complex or technical subject matter into accessible, engaging content for different audiences.
- Experience using digital marketing techniques such as audience segmentation, SEO, and keyword analytics, performance data and analytics to inform decisions, optimise campaigns and expand reach.
- Proficiency in relevant digital tools (CMS, CRM systems, email platforms, social media schedulers, and design software such as Canva).
- Strong organisational and project management skills, with the ability to manage multiple campaigns and priorities simultaneously.
- Ability to work independently and remain self-motivated.
- Strong collaborative interpersonal skills, with the confidence to advise non-marketing colleagues and champion best practices across a small team.

Desirable

- Experience in membership organisations, professional bodies, or the environmental sector.
- Experience delivering campaigns that support income generation, membership growth, or event participation.
- Prior experience thriving within a small, dynamic team environment.

Apply by sending a CV and cover letter (Why us, why you)

How to Apply

The deadline for submitting applications is 12pm (Noon) on 26th November 2026.

To apply, please send the following documents to Adam Donnan at adam@the-ies.org:

- CV (max 2-pages A4).
- Cover letter evidencing how you meet the skills, knowledge, and behaviours listed above (max 1-page A4).
- Completed Equal Opportunities Monitoring form. We collect this data to monitor the effectiveness of our advertising and recruitment strategies, ensuring they are open to all sections of the community. It is anonymous and only used for this purpose. If you need our Equal Opportunities Monitoring form in a different format that is more accessible to you, or you need any other adjustments in the application process, please let us know.

Applications without all three of these will be automatically rejected.

For an informal conversation about the role, or to request this job advert in another format such as plain text, please contact the Adam Donnan, on adam@the-ies.org. Alternatively, you can call the IES office on +44 (0)20 3862 7484.

We are happy to consider any reasonable adjustments that candidates may need during the recruitment process, for example, your application being submitted in a different format or having interview questions provided in writing before/during the interview. We also offer reasonable adjustments on the job, for example, provision of assistive technologies e.g. screen readers, adaptive keyboards or specialist equipment, e.g. ergonomic chairs.

Applicants must have the right to work in the UK to be considered for this role.