



Job Title: Marketing Officer - Earth Observation Datahub

Grade: 6

Salary: £33,002 to £35,608 per annum (due to external funding restrictions), pro-rata

Department: National Centre for Earth Observation

Hours/Contract: Part-time (0.5fte / 18.75 hours per week), fixed term contract to 31 March 2027

Job Family: Management and Administration

Reference: 13420

Role Purpose

The Marketing Officer will play a key role in raising the profile, visibility and uptake of the Earth Observation Datahub through high-quality digital communications. The postholder will take responsibility for **website management and content**, alongside **digital marketing, analytics and resources**, ensuring that the Datahub's outputs, services and impact are clearly communicated to diverse audiences including industry, public sector and researchers.

The role will report to the NCEO Communications and Engagement Manager and work closely with the Earth Observation Datahub team and NCEO communications colleagues.

Main Duties and Responsibilities

Website Management and content

- Day-to-day management of the Earth Observation Datahub website (<https://eodatahub.org.uk/>), ensuring content is accurate, engaging, accessible and up to date.
- Plan, write, edit and publish web content including service pages, news items, blogs, case studies and impact stories.
- Work with technical colleagues to ensure complex EO concepts are distilled in clear user-focused.
- Apply best practice in user experience (UX), accessibility and search engine optimisation (SEO).
- Review the website's layout and design, working alongside the technical team to implement improvements that enhance accessibility and usability.
- Coordinate content updates to reflect new datasets, tools, services, events and project milestones.
- Monitor and report on website and digital performance using analytics tools (e.g. Google Analytics), drawing insights to improve reach and engagement.

Digital Marketing and Communications

- Develop and deliver digital marketing activity to grow awareness and use of the Earth Observation Datahub – including digital resources such as GIFs, flyers, slide decks and videos.
- Manage and contribute to social media and digital channels (e.g. LinkedIn, X/Twitter, newsletters), in line with NCEO and partner communication strategies.
- Support campaigns promoting key launches, organising the stand for and attending industry events, training and stakeholder engagement activities.
- Create and maintain a content calendar aligned with Datahub priorities.

Community, Users and Stakeholder Engagement

- Work collaboratively with Earth Observation Datahub partners, researchers and service providers to gather content and success stories.
- Manage the EODH mailings lists; community and users. Liaising with the project team for content.





- Liaise with NCEO communications and marketing teams to ensure alignment with institutional branding and messaging.
- Work closely with the NCEO Communications and Engagement Manager to create a calendar of events and design marketing materials where necessary.
- Support internal communications within the project and contribute to wider NCEO promotional activity where appropriate.

Internal and External Relationships

Work under the NCEO Operations Director as a member of the operations team with formal line management by the NCEO Communications and Engagement Manager.

Carry out the main aspects of the role as part of the NCEO Communications team, working particularly with the NCEO Digital Communications Officer.

Work closely with the EODH programme team, in particular; the EODH Programme Lead, User Engagement team, programme and project managers. Regular attendance is expected at weekly team meetings.

Planning and Organising

- Attend weekly meetings with the EODH user-engagement team and NCEO communications team
- Plan and coordinate weekly content for digital platforms and user community
- Prioritise workload to meet deadlines in a fast-paced environment with shifting priorities
- Ensure all deliverables are completed within agreed timescales

Qualifications, Knowledge and Experience

Essential

- Proven experience in a marketing, communications or digital content role.*
- Demonstrable experience of website content management, ideally using a CMS (e.g. WordPress, Wagtail or similar).*
- Experience of delivering digital marketing activity, including social media and email communications.
- Proven ability to work collaboratively with, and influence, a range of stakeholders, including researchers, technical specialists, institutional communications teams and external partners.*
- Previous experience using professional social media accounts for marketing*

Desirable

- Experience working in a research, academic, public sector or data-driven environment.
- Familiarity with Earth observation, geospatial data, environmental science or open data principles.
- Experience contributing to impact reporting or funding-related communications.
- Basic graphic design or multimedia content skills (e.g. Canva, simple video or visuals)
- Background in Science communication





Skills, Abilities and Competencies

Essential

- Excellent written communication skills, with the ability to produce clear, engaging content for varied audiences*
- Strong understanding of digital best practice, including SEO, accessibility and user-centred content design.
- Strong organisational skills and the ability to manage multiple tasks independently within limited hours.
- Ability to work collaboratively with technical and non-technical colleagues
- Attention to detail and a proactive, solution-focused approach.
- Ability to work independently and as part of a team.
- Ability to communicate effectively with others
- Good written English
- Ability to quickly adapt and change priorities where necessary

Desirable

- Planning and organisational skills.
- Interest in science, environmental data or public-good digital services.

****Criteria to be used in shortlisting candidates for interview***

Reason for Fixed Term Contract

The reason for the fixed term contract is stated in section 1.9 in the summary of contractual terms in your contract of employment.

Criminal Declaration

If you become an employee, you must inform your manager immediately, in writing, if you are the subject of any current or future police investigations/legal proceedings, which could result in a criminal offence, conviction, caution, bind-over or charges, or warnings.

Supporting University Activities

As a University of Leicester citizen, you are encouraged to support key university activities such as clearing, graduation ceremonies, student registration and recruitment open days. We encourage all staff as citizens to work flexibly across the University if required. If supporting these activities is likely to affect your workload, please speak to your line manager in the first instance





University Values

Inclusive - We are diverse in our makeup and united in ambition. Our diversity is our strength and makes our community stronger.

Inspiring - We are passionate about inspiring individuals to succeed and realise their ambitions. We challenge our community to think differently, to get involved, and to constantly embrace new ideas.

Impactful - As Citizens of Change we will generate new ideas which deliver impact and empower our community

Freedom of Speech

The University is committed to upholding freedom of speech and academic freedom within the law throughout our recruitment processes. We ensure that all candidates are considered based on merit and suitability for the role, without regard to their lawful viewpoints or the expression of challenging or controversial ideas. Our recruitment policies and practices are designed to protect applicants from discrimination or adverse treatment on the basis of their opinions, and to foster an environment where open debate and diverse perspectives are valued as essential to our academic mission.

Equity and Diversity

We believe that equity, diversity and inclusion is integral to a successful modern workplace. By developing and implementing policies and systems that challenge stereotypes across all aspects of our work, we have a culture that recognises and values the diverse contributions of our staff which benefits everyone. Our strong values of inclusivity and equality support our efforts to attract a diverse range of high quality staff and students, and identify our University as a progressive and innovative workplace that mainstreams equality, diversity and inclusion.

