

PhD placement/PIPS: Science Communications

Placement supervisor:

Ben Evans, B.Evans@kew.org

Placement department:

Digital Communications Officer, Science Communications team

Placement overview and objectives:

The Science Communications team work across a broad range of daily internal and external communications as a key unit of the broader communications infrastructure at RBG Kew. This placement is ideal for a science PhD student to understand the functions, merits, importance, application and intersection of Communications with their scientific research/career.

Engaging diverse audiences both internally and externally with the work in Kew Science as we seek to deliver Kew's Scientific Strategy and Manifesto for Change.

Tasks to be undertaken/possible projects:

- Develop an understanding of how multimedia comms can support the goals and objectives of a scientific organisation as a whole, through to those of individual science projects.
- Work with the team to foster within the Science Directorate a greater understanding of communications, leading to increase interest and participation.
- Identify Science stories to support the creation of blogs, social media posts and other content forms for dissemination via web and social media.
- Support the directorate's internal comms by helping to schedule the weekly Science seminar, (KABaM!)
- Support with the collation of news for the Weekly Science Bulletin.
- Gather statistics for various communication channels and build an understanding of evaluation techniques.

Required skills and experience:

- Studying for a PhD in a science subject.
- A true passion for storytelling
- Enthusiasm for meeting different people and dealing with different scientific topics on a daily (sometimes hourly) basis.

Skills and areas of knowledge that can be developed:

- Written communication skills
- Multimedia communication tools
- Time management and coordination
- Understanding engagement, what works well on various communication channels and how to evaluate impact
- An understanding of what makes a good story
- An understanding of the importance of communication for scientific research

Location of work:

Kew, Richmond. Hybrid work.

Length of placement:

3 months, preferably no shorter. Hours of work flexible, part/full time can be discussed.