Careers in Science Communication

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What is science communication?
Careers in Science Communication

1. What is it?

2. What would you do?

3. What skills do you need?

4. Where would you work?
Science Policy - What is it?

Government
- Civil Service
- MP
- Peers

Scientists working in policy
- Scientific Advisory Committees
- Chief Scientific Advisers

Policy professional specialising in science
- Professional bodies
- Charities
- Think tanks
- Universities
Science Policy

What would you do?
• Campaigning and lobbying
• Meet experts
• Read consultations
• Write responses
• Review evidence
• Collect opinions
• Extract key message
• Communicate key messages
• Persuade decision makers
• Write briefings

What skills do you need?
• Written communication
• Articulate
• Research
• Listening
• Attention to detail
• Ability to meet tight deadlines
• Good computing skills
• Persuasive argument skills
• Negotiating skills
• Interest in current affairs
Science Policy - Where would you work?
“Medical writing is about communicating clinical and scientific data and information to a range of audiences in a wide variety of different formats. Medical writers combine their knowledge of science and their research skills with an understanding of how to present information and pitch it at the right level for the intended audience.”

European Medical Writers Association
http://www.emwa.org/

http://www.medcommsnetworking.co.uk/careersguide.pdf
Medical Writing

What would you do?

• Write… a lot
• Research different topics
• Produce regulatory materials:
  - Protocols
  - Patient information leaflets
  - Clinical study reports
• Produce marketing materials:
  - Manuscripts for publication
  - Conference proceedings
  - Patient education
  - Advertising material

What skills do you need?

• Written communication
• Teamwork
• Research
• Listening
• Attention to detail
• Ability to meet tight deadlines
• Good computing skills
• Language skills are useful
Medical Writing - Where would you work?
Science Publishing - What is it?

- Editorial
- Marketing
- Commissioning
- Production
Science Publishing

What would you do?
- Editing
- Proofing
- Marketing
- Writing
- Reviewing articles
- Researching hot topics
- Pitching ideas for content
- Researcher liaison

What skills do you need?
- Written communication
- Research
- Listening
- Attention to detail
- Ability to meet tight deadlines
- Good computing skills
- Pitching
Science Publishing - Where would you work?
Science Journalism - What is it?
Science Journalism

What would you do?

• Meet experts
• Write
• Seek out news
• Podcast/ Video/ social media
• Work to deadlines

What skills do you need?

• Written communication
• Verbal communication
• Investigation
• Listening
• Attention to detail
• Ability to meet tight deadlines
• Good computing skills
Science Journalism - Where would you work?
Outreach/Engagement
Outreach/Engagement

What would you do?

- Make STEM more accessible and relevant to the public
- Create and facilitate activities/workshops
- Talk and listen to people
- Organise and facilitate events
- Advise on science content
- Enthuse young people about careers in STEM
- Work in partnership with artists

What skills do you need?

- Communication
- Creativity
- Teamwork
- Research
- Listening
- Attention to detail
- Enthusiasm
- Proactive
- Evaluation
- Facilitation
Outreach/Engagement - Where would you work?
How to get into science communication?

- Gain experience
  - Internship
  - Blog
  - Social media
  - Volunteer

- Do a course

- Find a job
  - Psci-com
  - Stempra
  - Guardian
  - Charity Jobs

- Network
Why is it important?
Top tips for science communication

- Listen
- Be creative
- Evaluate, monitor and learn
- Know your audience
- Network!
Thank you for listening.

Any questions?