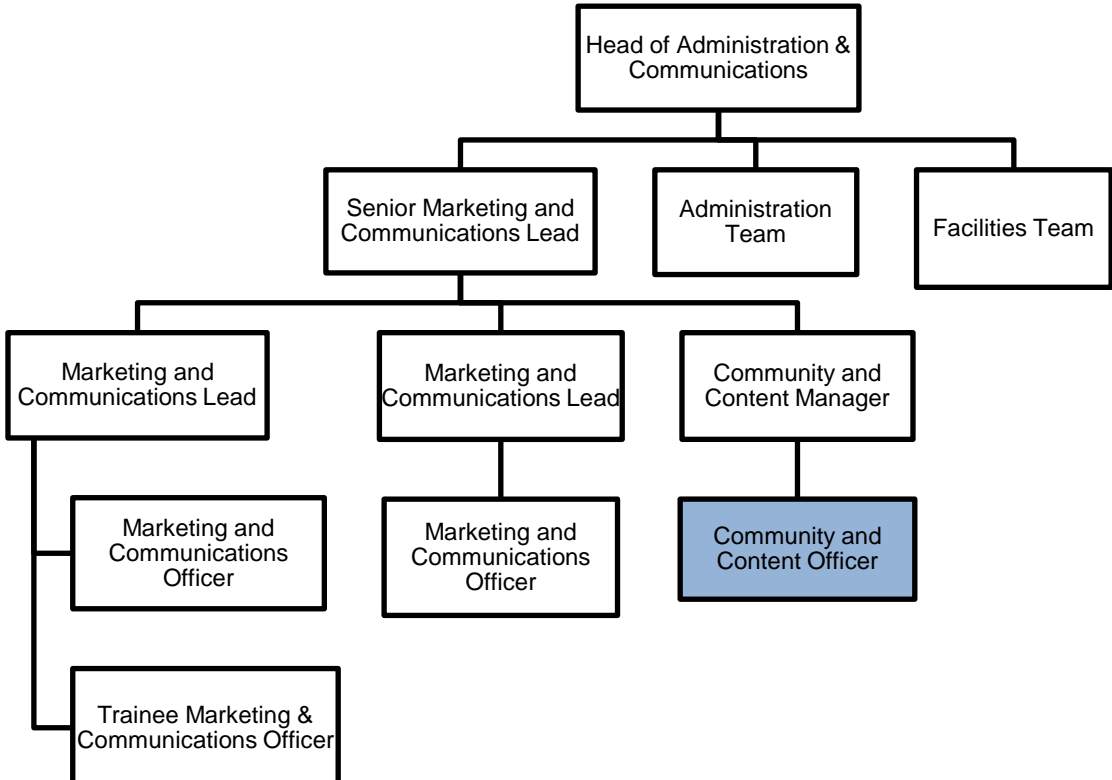


STEM Learning Limited

1. Role Particulars	
Role Title: Community and Content Officer	Reports to: Community and Content Manager
2. Organogram	
 <pre> graph TD HACC[Head of Administration & Communications] --> SML[Senior Marketing and Communications Lead] HACC --> AT[Administration Team] HACC --> FT[Facilities Team] SML --> MCL1[Marketing and Communications Lead] SML --> MCL2[Marketing and Communications Lead] SML --> CCM[Community and Content Manager] MCL1 --> MCO1[Marketing and Communications Officer] MCL1 --> TMO[Trainee Marketing & Communications Officer] MCL2 --> MCO2[Marketing and Communications Officer] CCM --> CCO[Community and Content Officer] style CCO fill:#4f81bd,color:#fff </pre>	
3. Purpose of role	
<p>Work with the Community and Content Manager to achieve the mission of the online STEM Community and fulfil a strong value-proposition for members to ensure that the community thrives with active and engaged members. Lead the online community space for STEM Ambassadors, creating and uploading content, updating the digital platform and driving customer engagement.</p> <p>The Community and Content Officer will play a key role in revitalising and enhancing engagement within the STEM Ambassadors Community – an online community of practice for STEM Ambassador volunteers to share ideas, resources and support. (STEM Ambassadors are STEM Professionals who volunteer their time to encourage young people to take up STEM subjects and careers).</p> <p>Working with the Community and Content Manager, you will deliver our content strategy, crafting compelling narratives that align with brand objectives and engage target audiences. Collaborate with others to create and deliver impactful content across multiple channels, ensuring consistency, relevance and resonance in every story. Drive storytelling initiatives that elevate brand presence, drive customer engagement and support business goals.</p> <p>This role will focus on developing and disseminating high-quality content – through the online community, the website and social media - and amplifying the community's reach across platforms. Working alongside the Community and Content Manager, the postholder will ensure that the online community thrives with active and engaged members.</p>	
4. Key Results / Accountabilities expected from role	
<p>Community Engagement & Content Creation:</p> <ul style="list-style-type: none"> • Curate and post a diverse range of content, including conversation starters, articles and multimedia, to encourage community participation and build a vibrant, active space. • Regularly interact with community members to stimulate discussions, respond to enquiries and support engagement by celebrating achievements and impact of the STEM Ambassadors programme. • Collaborate with internal and external teams to source and create impactful content that showcases the contributions and activities of the STEM Ambassadors network. 	

- Gather feedback and listen to members to drive changes and improvements within the online community.

Platform & Stakeholder Support:

- Facilitate the effective use of the community platform (Higher Logic Thrive), optimising its capabilities to better engage members.
- Provide support and guidance to community members, educators and ambassadors in leveraging the platform for information sharing and collaborative activities.
- Strengthen relationships with STEM Ambassadors and other stakeholders through consistent, informal interactions that promote collaboration and build trust.

Content creation, curation & distribution:

- Lead end-to-end content development, from idea generation to production, across multiple media formats (written text, imagery/graphics, video, and audio).
- Collate and curate online content to ensure STEM Learning's platforms remain engaging, informative, and aligned with organisational objectives.
- Identify the best distribution channels for content, including the STEM Ambassador Community, website(s), email and social media channels.
- Deliver effective social media campaigns to increase engagement with content, drive community interactions, and track call-to-action (CTA) follow-ups.

Performance Monitoring & Reporting:

- Monitor engagement metrics and platform analytics to evaluate the effectiveness of community and content initiatives.
- Evaluate and report on content performance across all channels and suggest improvements based on results.
- Prepare regular reports on community activity, volunteer engagement, and content performance to inform future strategy.
- Implement continuous improvement practices to enhance community interactions and engagement quality.

Successful candidates will demonstrate STEM Learning's values: Sustainable – Innovative – Proactive

5. Key challenges faced in the role

- Balancing community engagement with content development – ensuring both areas receive adequate attention and drive measurable impact.
- Managing multiple content distribution channels effectively while ensuring consistency in messaging.
- Building strong relationships with STEM Ambassadors and partners while maintaining a proactive and responsive approach to community management.
- Tracking and reporting content performance metrics, ensuring data-driven decision-making to refine engagement strategies.

6. Any other information (particular reference to planning (nature and impact), scope of impact).

STEM Learning Limited is a key UK resource for supporting STEM teaching and learning through provision of resources, online and physical networking, and partnerships with a wide range of organisations and individuals.

In this operational role within a fast-paced and continually evolving environment, the Officer will lead and manage multiple community-driven initiatives simultaneously, ensuring a high level of engagement and interaction across all platforms. This position offers the opportunity to gain comprehensive experience in community management, digital engagement and stakeholder collaboration, working alongside experienced professionals within the STEM Learning team.

The Officer will ensure that all community activities are strategically aligned to drive participation, engagement and knowledge-sharing among STEM Ambassadors and educators. They will also empower network partners and volunteers by providing them with the tools and resources needed to effectively promote the programme and maximise its reach, while maintaining consistency with brand standards, compliance, and best practice.

7. Experience and Expertise (typical educational qualification and experience)

- Experience in content creation and storytelling, ideally within a STEM-related or non-profit environment.
- Proven experience in creating, curating, and managing content across multiple platforms, including written articles, social media posts and multimedia.

- Experience working with online communities and engagement platforms (eg Higher Logic, social media networks).
- An understanding of managing online community groups, forums or similar.
- A track record of successfully executing social media campaigns and content distribution strategies to drive engagement.
- Ability to manage end-to-end content projects, from idea conception to publishing and campaign execution.
- Ability to adapt to changing priorities and manage a varied workload in a fast-paced environment.
- A good understanding of STEM industry, volunteering, UK education and community engagement strategies.

8. Economic dimensions associated with the role (if any)

None

9. Location

York-based at the National STEM Learning Centre.

10. The big picture

The UK is facing a critical challenge in developing the pipeline of skills required for future STEM-related occupations and industries. To remain competitive on a global scale, it's essential to inspire more young people to engage with STEM subjects at school, explore the exciting careers available, and pursue STEM pathways through education and beyond.

The **STEM Ambassadors programme** plays a pivotal role in addressing this challenge. As the UK's largest STEM volunteering initiative, it connects nearly **26,000 individuals** from over **5,000 employers** with teachers and young people across the country. These volunteers share their enthusiasm and expertise, bringing STEM to life and demonstrating the transformative potential of STEM education and careers.

At STEM Learning, we recognise that **positive, long-term partnerships** are key to making this vision a reality. By working collaboratively with businesses, professional institutions and other organisations, we maximize the impact of our work and ensure mutual benefits for everyone involved.

By joining us, you'll play a vital part in ensuring the STEM Ambassadors programme continues to inspire and empower the next generation, equipping them with the skills and motivation to shape the future.