



STM Director of Communications & Marketing Role Profile

Role Profile:	Director of Communications & Marketing
Reports to:	Chief Executive Officer (CEO)
Job Type:	Full-time, Senior Executive

Overall Role Summary

The Director of Communications & Marketing leads STM's communications strategy, media engagement and positioning in the industry. This role is central to shaping and protecting STM's voice across internal and external audiences, in alignment with our mission to advance trusted research globally.

Key Responsibilities

- External Communications
 - Develop and lead STM's strategic communications plan, aligning all messaging with organisational goals and values.
 - Serve as STM's spokesperson when needed and lead media engagement, particularly during high-pressure or reputational scenarios.
 - Collaborate with STM's external agency on concepts for thought leadership and broader, cross-sector initiatives
 - Work with the CEO and senior leadership to ensure timely and effective executive communications.
 - Monitor STM's incoming media queries — drafting and refining responses and offering STM's leadership on talking points when needed
 - Build proactive media relationships with key journalists and influencers
 - Ensure monitoring of media coverage, trends, and sector messaging to identify opportunities and mitigate risks.
- Events & Member Engagement
 - Act as content lead for STM's major in-person conferences (Frankfurt, US, China) and provide strategic guidance on messaging and positioning for other member events – for e.g. in shaping keynote narratives and aligning event themes with STM's strategy.
 - Work closely with STM staff colleagues across policy, membership, research, and events to ensure aligned messaging and shared priorities.
 - Collaborate with STM's Policy team to shape and refine messaging in formal documents submitted to governmental or regulatory stakeholders

- Support communication across STM's key member arenas, including Chapters, Committees and Forums.
- Marcomms oversight and alignment
 - Act as primary liaison with STM's external mar-comms agency, helping prioritize launches and outputs from across STM (staff, committees, working groups)
 - Review and approve communications materials produced by the external agency, ensuring quality, brand integrity and strategic coherence.
 - Work with external agency to shape and maintain STM's content strategy across newsletters, website, media releases, social media, and member briefings.
 - Analyze the effectiveness of STM's communication channels and advise on improvements and innovations.

Knowledge, Skills, and Behaviours

- 7+ years of experience in communications, media, PR, or public affairs, ideally within academic publishing, research, or a membership organisation.
- Demonstrated experience managing media relations and leading crisis communications.
- Strategic thinker with strong planning, writing, and content development capabilities.
- Excellent interpersonal and stakeholder engagement skills, including experience working with senior leadership.
- Strong editorial judgement and ability to tailor messaging for a range of audiences and contexts.
- Proven experience working with or overseeing external agencies.
- Comfortable managing complex projects and competing priorities in a fast-moving environment.
- Familiar with digital communication tools, content management systems (e.g. WordPress), design and asset creation platforms (e.g. Canva), and performance metrics.
- Calm, diplomatic, and solutions-oriented — especially under pressure.
- Collaborative and committed to transparent, ethical, and evidence-based communication.