







Dr Jennie Evans Marketing

@RoyalSocBio | #BiologyWeek | #RSBcareersDay



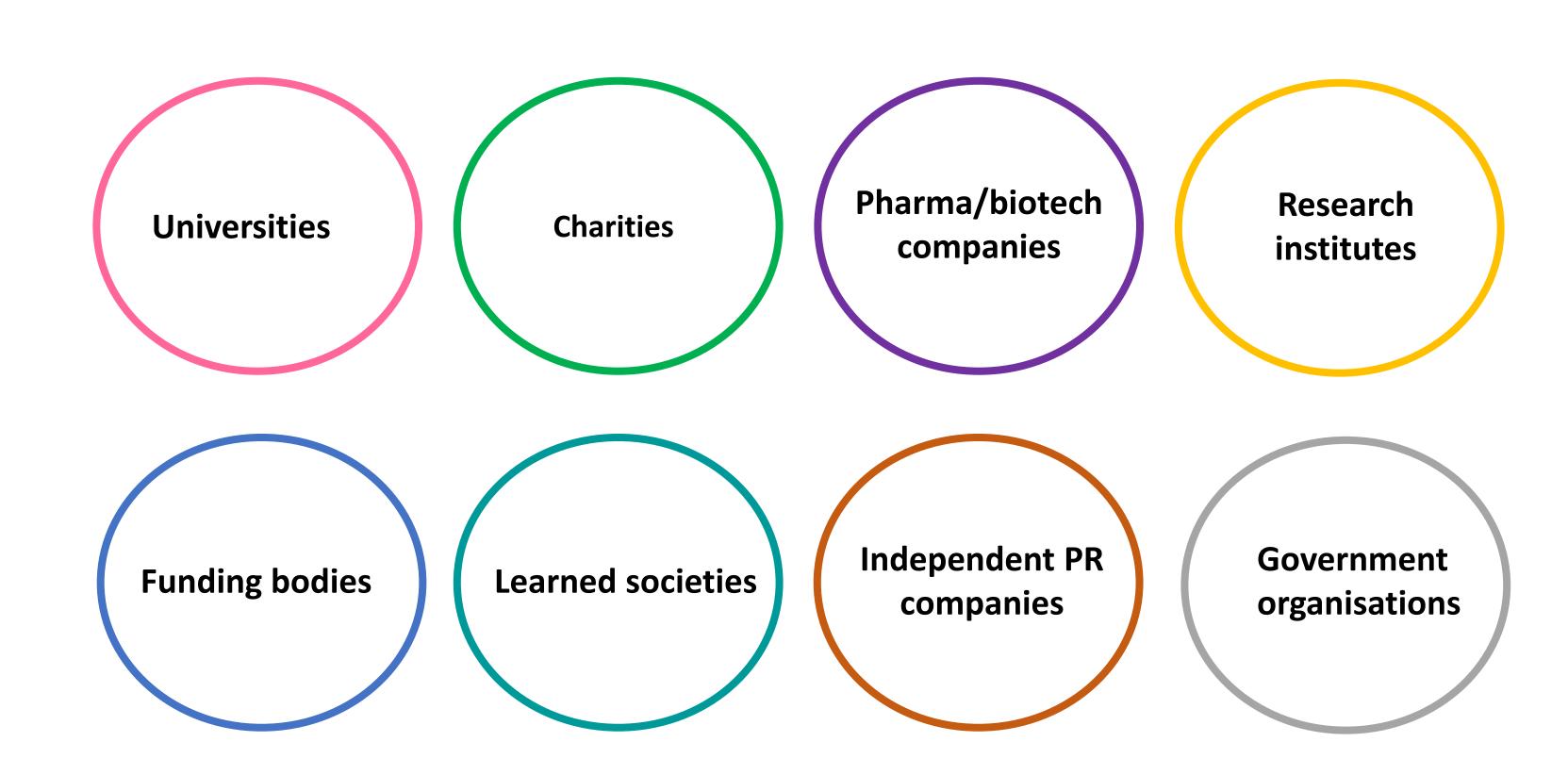
What else can I do with a bioscience career? Marketing/PR

• Fast paced field where you can use your science knowledge to communicate with different audiences.

What do you do?

- Run press office answering enquiries from journalists, writing press releases, keep abreast of current stories
- Provide targeted communications to tell different people about the work of your organisation – email, website, social media, multimedia
- Understand and protect the external perception of your organisation

Places that will employ you: any organisation working in the science sector



My career path

- BSc in Biology from Cardiff University
- PhD in animal behaviour and welfare from University of Bristol
- Joined Society for Endocrinology as public & media relations assistant on a short-term contract
- Taken on full time and promoted to public & media relations manager
- Career break
- Started my own freelance business providing pr and communications services to charities in the health sector
- Joined British Society for Immunology part-time as science communication manager
- Now full-time as communications manager





What skills do you need to work in marketing/PR?

