

Careers in Science Communication

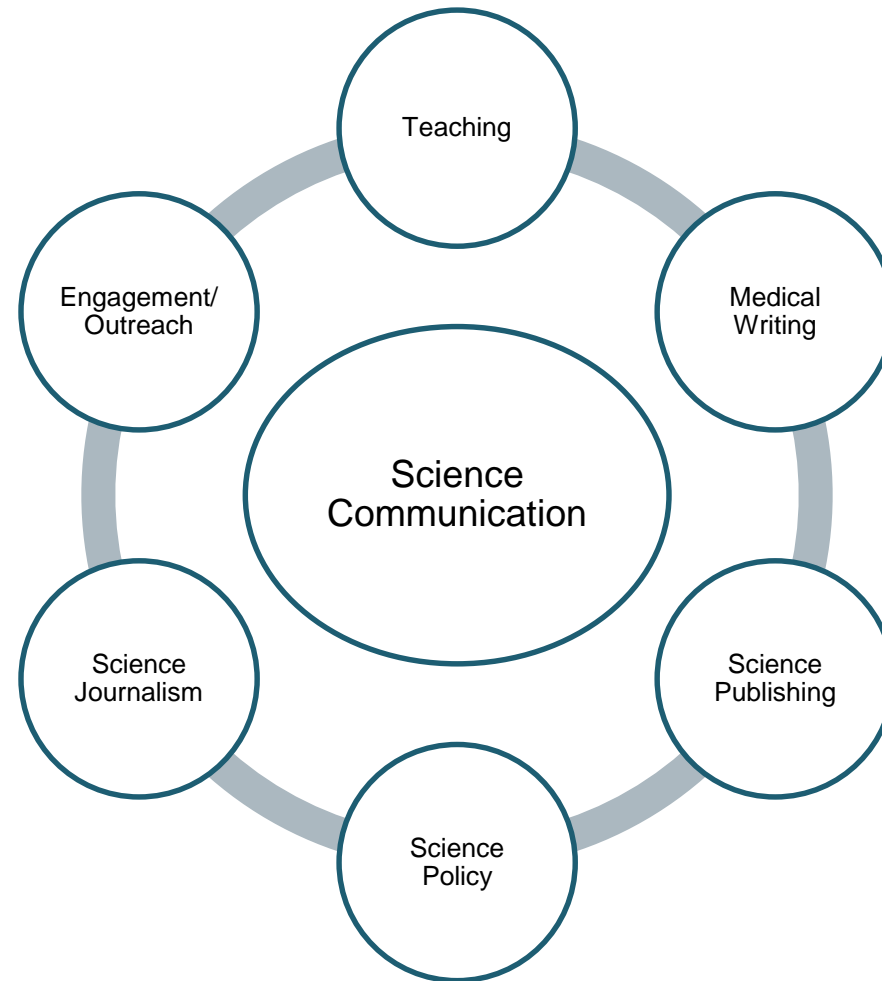
Dr Jenna Stevens-Smith

Head of Communications and Engagement

MRC London Institute of Medical Sciences

October 2019

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?



UK Research
and Innovation

Imperial College
London



HOUSES OF PARLIAMENT
PARLIAMENTARY OFFICE OF SCIENCE & TECHNOLOGY



Department
for Education



Department for
Business, Energy
& Industrial Strategy



sciencewise
EXPERT RESOURCE CENTRE



THE BRIGHTER BOROUGH
Wandsworth



ROYAL
ACADEMY OF
ENGINEERING



CANCER
RESEARCH
UK



United Nations
Educational, Scientific and
Cultural Organization



World Health
Organization



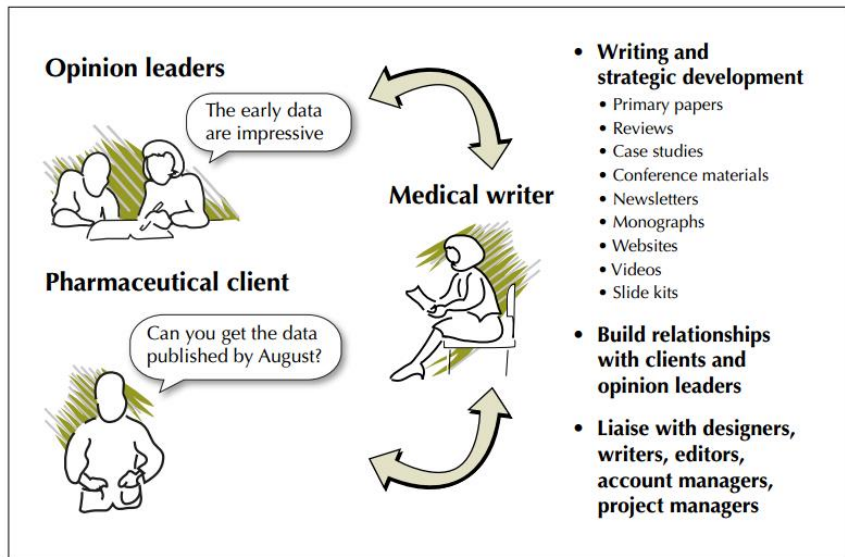
ageUK
for later life

PARKINSON'S^{UK}
CHANGE ATTITUDES.
FIND A CURE.
JOIN US.



Medical Writing- What is it?

“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

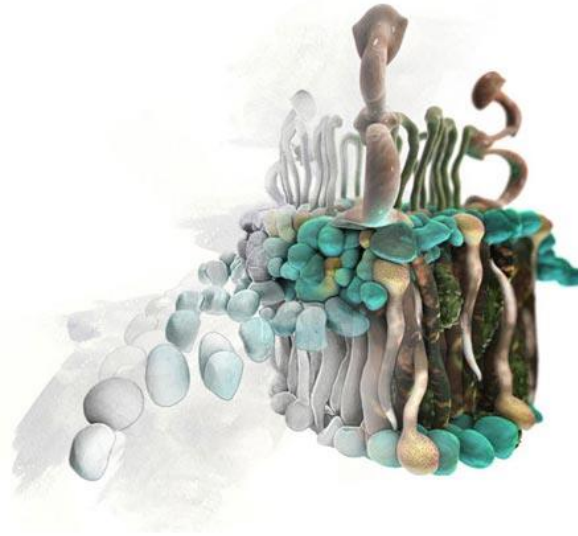
Medical Writing- Where would you work?



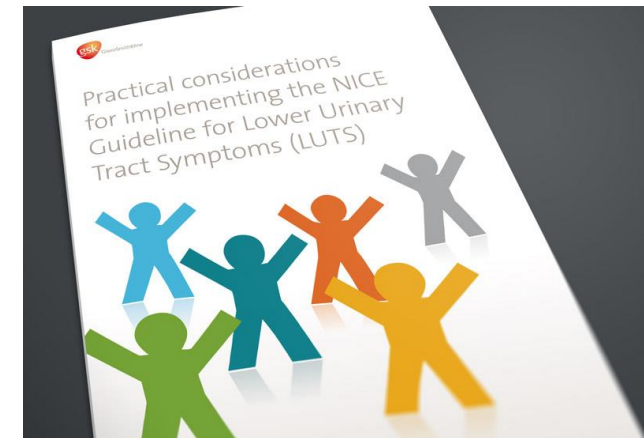
***National Institute for
Health and Clinical Excellence***



EMWA European Medical Writers Association



GlaxoSmithKline



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?



ELSEVIER



DORLING KINDERSLEY



PORTLAND
PRESS

NewScientist



BioMed Central
The Open Access Publisher

Science Journalism- What is it?

12 November 2013 Last updated at 02:23 236 [Share](#) [f](#) [t](#) [e](#) [p](#)

Biodiversity offsetting plans too simplistic, MPs warn

By Mark Kinver
Environment reporter, BBC News

Biodiversity offsetting plans outlined by the government must be strengthened if they are to "properly protect Britain's wildlife", MPs have warned.

The scheme aims to ensure that when a development causes unavoidable damage to biodiversity, "new, bigger or better nature sites will be created".

But the MPs say the assessment proposed by ministers appears to be little more than a "box-ticking exercise".

Six areas are taking part in a two-year pilot, which began in April 2012.



The scheme is focused on where development causes unavoidable damage to biodiversity

the guardian Google™ Custom

News | Sport | Comment | Culture | Business | Money | Life & style | Travel | Environment

News > Science > Peter Higgs

Peter Higgs Q&A at the Science Museum – live stream



Watch Professor Peter Higgs live as he talks to young physicists at the Science Museum in London from 11.05am GMT. To mark the opening of the Large Hadron Collider exhibition, this Q&A is a unique opportunity to gain an insight into what inspired Nobel prize winner Professor Higgs in his big ideas about small particles. And you can find out how the discovery of the Higgs boson after nearly 50 years of work has contributed to our knowledge of the universe.

Find a Job | M&S Wine | Feedback [f](#) Like [t](#) 1512k [Follow @MailOnline](#) Tuesday, Nov 12 2013 12PM 10°C [3PM 10°C](#) [5-Day Forecast](#)

MailOnline Science & Tech

Home | News | U.S. | Sport | TV&Showbiz | Femail | Health | Science | Money | Video | Coffee Break | Travel | Columnists

Science Home | Pictures | Gadgets Gifts and Toys Store [Login](#)

Exercise when you're pregnant 'and you'll have a brighter baby': Three 20-minute sessions a week help boost brain development in the womb

- Neuroscientists in Canada made the discovery by playing noises to babies
- Newborns whose mothers exercised could recognise different sounds
- Researchers say early brain development could make a difference in life

By FIONA MACRAE SCIENCE CORRESPONDENT
PUBLISHED: 01:23, 11 November 2013 | UPDATED: 01:32, 11 November 2013

[f](#) Share [t](#) Tweet [s](#) +1 [Share](#) 70 shares [57](#) View comments

Don't be alarmed – these dozing tots in the electrode head caps are in fine health. In fact, they're revisiting the proof that mothers who exercise during pregnancy also their children a

[f](#) Like MailOnline [t](#) Follow @MailOnline

Research

News, analysis, funding, data

BUY | RESEARCH PROFESSIONAL | NEWS | FUNDING | HE | EVENTS | JOBS | ABOUT US

Keep universities anchored

By John Goddard
Research Fortnight
30-10-2013

Urban success breeds academic success, and vice versa. But as higher education goes global, universities risk becoming detached from their cities, says John Goddard.

SIFTING THE EVIDENCE

BY SUZI GAGE
HOSTED BY THE GUARDIAN

[RSS](#)



SPECIAL REPORT



Living in denial

From climate change to vaccines, evolution to flu, denialists are on the march. Why do so many people refuse to accept the evidence?



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?



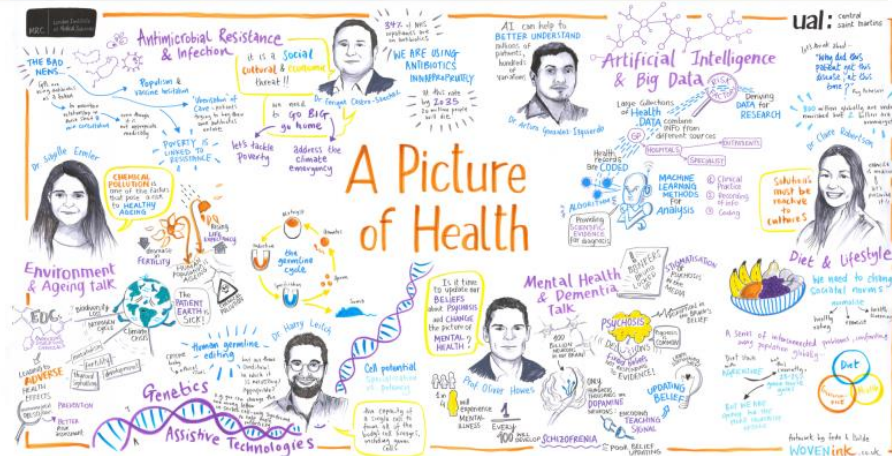
BuzzFeed



NewScientist



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?



UK Research
and Innovation

Imperial College
London



Royal Society of
Biology



NATURAL
HISTORY
MUSEUM

SCIENCE
MUSEUM



BRITISH
SCIENCE
ASSOCIATION



Accredited Programme™

The Institution of
Engineering and Technology

My career in science communication



UK Research
and Innovation

Imperial College
London



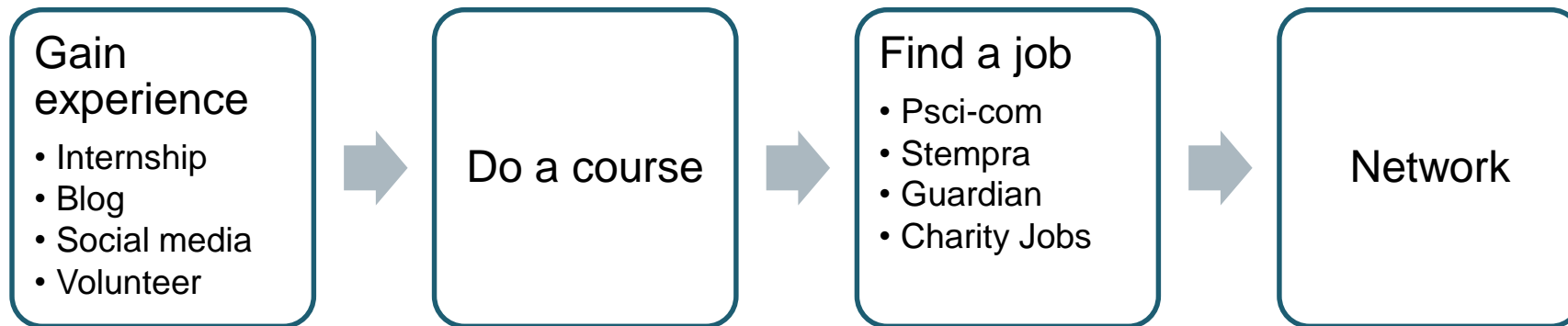
Science Media Centre

where science meets the headlines

science for all
Brainwaves



How to get into science communication?



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?