



# Dr Jennie Evans

## Marketing

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# 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



**Universities**

**Charities**

**Pharma/biotech  
companies**

**Research  
institutes**

**Funding bodies**

**Learned societies**

**Independent PR  
companies**

**Government  
organisations**

# 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?

Writing  
skills

Organisation

Innovation  
& creativity

Team  
work

Accuracy

Flexibility

Ability to  
work to tight  
deadlines

Critical  
thinking

Interpersonal  
skills

Commercial  
awareness