



**Immerse UK
Communications and Marketing Brief
April 2018-March 2019**

Brief

Immerse UK is a cross sector network for businesses, academia and individuals working within the immersive technology sector. The network is run by the KTN and funded by Innovate UK and has been running since December 2015.

With over 1500 members and a new platform being launched to enhance communication between members in March 2018, the network now needs some dedicated communication and marketing support.

Responsibilities

- being the single point to co-ordinate, manage and implement all Immerse UK communications
- to maintain and update all Immerse UK webpages as required
- to assist with the management of pages on the new Immerse UK Members platform
- to provide support with creating online assets such as blogs / videos
- to use tweetdeck or another social media aggregator platform, to post content across twitter, FB and LinkedIn.
- to manage creation and circulation of all monthly newsletters
- ensure quality and consistency across all marketing and communication channels
- to engage with all of the Immerse 'family' members across social media
- to provide regular reports and updates on web analytics
- use tools such as Hootsuite to manage all social media and storify to capture specific event activity on all platforms
- create a list of journalists / bloggers / VR / AR enthusiasts who we want to be targeting to promote the network and build these relationships
- work with central KTN communications team
- to undertake other adhoc communications and marketing tasks as required

Budget

Up to £25k for the year



Innovate UK
Knowledge Transfer Network

Application Process

Please submit a 2-page proposal outlining previous experience in immersive technology communications and marketing.

Timeframe

Deadline for applications 19th March

Contact Details

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