



Opening Knowledge across
Research and Entertainment

Job Title: Marketing & Communications Executive
Reports to: Head of Marketing & Communications
Location: London, Euston or hybrid 3 days per week in the office, 2 per week remote)
Salary: c£35k
Contract: Permanent full time

This is an exciting opportunity for an experienced marketing professional with a passion for and understanding of the entertainment sector – specifically TV, Film or Videogames - to join OKRE's marketing & communications team.

- Do you thrive on developing and executing marketing strategies to support stakeholder engagement and brand growth?
- Are you a skilled copywriter who can craft compelling narratives that resonate across diverse audiences?
- Are you adept at maximising digital and social channels to drive participation and build community?

If so, then we'd love to hear from you! The Marketing and Communications Executive will play a key role in developing and implementing marketing strategies to increase awareness of and engagement with OKRE's work.

This is a hands-on role that requires a versatile individual with the ability to work independently and as part of a small team. In this role you will be working across OKRE's general communications output and brand marketing in addition to providing marketing & communications support to specific strands of activity. In 2025 these include a brand-new programme focusing on climate and comedy, our flagship OKRE Summit event and a research study into the economic, social and cultural value of the UK video games sector.

Who We Are:

OKRE (Opening Knowledge Across Research & Entertainment) is a charity that operates as a centre of excellence for organisations seeking to understand and work with the entertainment industries. We work at the heart of the entertainment eco system, helping to shape culture, attitudes, beliefs and behaviours in popular entertainment. We do this by facilitating the exchange of knowledge, skills and innovations between the research sector, social impact community and entertainment media. We work with commissioners and producers across all entertainment genres to develop compelling entertainment that appeals to their audiences, shifts perceptions and lead to action. OKRE's supporters include Wellcome, Comic Relief, Unbound, UKRI, Esmée Fairbairn Foundation and Joseph Rowntree Foundation.

OKRE has a small team with a wide remit. We are a start-up organisation with ambitious growth plans, and a new senior leadership team now in place to deliver them.

OKRE is a spin out charity from Wellcome, building on its award-winning work across broadcast, games and film.

Role Purpose

The Marketing and Communications Executive will support the Head of Marketing and Communications in executing all aspects of the Marcomms Strategy including content creation, digital marketing, media relations and event management support.

Key Responsibilities:

Content Creation & Management:

- Create engaging copy that presents OKRE's expertise, value and impact to a range of audience groups.
- Strategically adapt written content to maximise impact and engagement across a range of channels, including newsletters, socials, website and marketing materials.
- Contribute to the delivery of written materials including reports, grant applications and proposals.
- Liaise with external partners to generate compelling stories and case studies that showcase OKRE's work.
- Monitor entertainment industry trends and insights to spark editorial content to profile OKRE's work.
- Produce and edit visual content, including photos and videos.

Digital Marketing:

- Implement and manage digital marketing strategies, including social media, paid media, email marketing, and SEO.
- Take ownership of OKRE's social media presence, engaging with our network to build an active social community and grow social engagement.
- Analyse campaign performance and provide regular reports on key metrics.
- Utilise Google Analytics and other tools to track website traffic and user behaviour.
- Liaise with OKRE's web design agency to project manage development of website updates.
- Work with the OKRE CRM system to maximise the value of OKRE's stakeholder data.

Brand Management & Communications:

- Ensure consistent brand messaging and visual identity across all platforms.
- Develop and maintain a suite of brand assets for use by internal teams.
- Develop relationships with media outlets and journalists.

- Write press releases and manage media inquiries.
- Work with any external marketing or design agencies.

Events Support:

- Support the delivery of OKRE programmes by creating marketing materials and promotional campaigns for industry focused events e.g. the OKRE Summit & industry roundtable discussions.
- Contribute to the logistical aspects of event management including visitor registration, delegate management, signage, audio visual requirements.
- Collaborate with the OKRE team to develop and implement effective event marketing and communication plans.
- Build and maintain strong relationships with internal stakeholders, sponsors, speakers, attendees, and vendors.

Skills & Experience

- Proven experience (typically 2-4 years) in a marketing communications role, ideally within the charity, entertainment, or arts sector.
- Excellent written and verbal communication skills with the ability to craft compelling and engaging content for diverse audiences.
- A creative and proactive approach to developing and executing marketing and communications strategies, with a passion for storytelling and making a positive impact.
- Strong understanding of digital marketing principles and best practices, including social media marketing, email marketing, SEO, and content marketing.
- Experience managing social media platforms and using social media management tools.
- Proficiency in email marketing platforms (e.g., Mailchimp, Campaign Monitor).
- Strong organisational and project management skills with the ability to manage multiple projects simultaneously and meet deadlines.
- Ability to work both independently and collaboratively within a team environment.
- Experience of managing small events and/or providing support to the organisation of large events including registration & delegate management, coordination of event materials, supplier liaison and delegate surveys.
- Excellent attention to detail.
- Strong IT skills, including proficiency in Microsoft Office Suite and Adobe Creative Cloud applications.
- Experience with CRM systems (e.g., Salesforce) and analytics tools (e.g., Google Analytics).

Ideally you will be:

- Hard working, with a “can-do” attitude, but experienced and self-aware enough to know your limitations and not be afraid to ask for help where needed.
- Happy to take ownership of projects, managing your own time while communicating clearly with others where deliverables are interdependent.
- Confident with putting forward ideas, asking for and responding to feedback and coming up with actionable plans to make things happen.
- Able to establish rapport and build positive working relationships with a variety of people.
- Excited about hybrid working as part of a small but growing team, where you can play a positive part in shaping the organisation’s work and its working culture.

What you will receive on top of your salary:

- Optional enrolment into OKRE’s workplace pension scheme.
- Free access to Wellcome’s onsite Nuffield Gym.
- Access to Employee Assistance Programme.
- Access to a varied menu of hot and cold food options at Wellcome’s staff food outlets, at prices substantially lower than Central London averages.
- Great views over the city from our 6th floor central London office opposite Euston station. We are based in the building that houses the Wellcome Collection, a museum and library connecting science, medicine, life and art.

How to apply for this role:

To apply please send a CV and cover letter. Together, these should clearly set out how you meet the skills and experience required and why you are applying for this role at OKRE. Candidates will be shortlisted for interview on this basis. Please send them to officemanager@okre.org by Monday 28th April.

Diversity and Inclusion

Diversity and inclusion are at the heart of everything we do and we actively encourage applications from those at different life stages.

We are committed to creating an environment where all employees, workers and job applicants can thrive.

We work to make our recruitment processes as inclusive as possible. If you would like us to make adjustments during the application process, please contact us by emailing officemanager@okre.org with the subject line ‘Application Process’.

We expect our team to treat others on their merits and challenge any form of direct or indirect discrimination, victimisation, or sexual, racial or any other type of harassment.

Feedback & process

We receive a high volume of applications to our open positions and consequently can’t provide feedback to every application. We will confirm receipt of your application via email.

We will invite shortlisted applicants to online interviews taking place on 1st or 6th May. Final interviews will be held in person at our central London office on 8th or 12th May.

All candidates selected for interviews will receive feedback if requested.