

### Chris Fisher Creative Director

I graduated nine years ago with the aim of landing a job where I could find my footing and give me the experience and insight to help build a successful career. I had previously gained great experience working for design agencies during summer placements which proved invaluable in helping me get a real feel of what agency life is like.

I was offered my first full-time job here two months after graduating. I started as a junior artworker where I helped out in all aspects of design projects and rapidly I gained more responsibility. Over the next six years I rose to the position of Creative Director where I am responsible for the creative standard of all the projects we produce across branding, print and digital design as well as leading a talented team.

A career in the creative industry is a hugely competitive and challenging one that is full of exciting opportunities where you meet and work with lots of personalities. With every job the exciting challenge to solve our client's communications needs ensures that each day is never the same.

### Katja Stout Director, Corporate Communications

When I left Oxford in 1996 armed with a Biochemistry degree I had a passion for science, an interest in business and a creative talent that I wanted to put to use – it seemed like an impossible remit for a job to meet. However, life in communications has delivered on all of my aspirations and played well to my skills.

I started out as an intern for Sue Charles at her first agency and ended up starting up a company with her six years later! My communications roles have enabled me to travel internationally and gain experience from many perspectives.

After a brief spell working in London I moved to an in-house role in Paris. Then I moved to the USA, where I learnt new skills in investor relations and got a taste for business development. Keen to gain a better understanding of what makes an attractive investment proposition in biotech, I got involved in communications at Merlin Biosciences and Schroder Ventures Life Sciences before co-founding Northbank. The role is as challenging and varied as ever. I particularly enjoy the balance between science and business, the close contact with management and being able to make a real difference to a Company's perception in the industry. I am studying for a part-time MBA partly sponsored by Northbank.

## The Northbank environment

Northbank aims to provide a rewarding working environment for its staff by:

- Honing and developing skills through mentoring and training.
- Providing an environment within which they can develop and flourish.
- Promoting from within on a meritocracy basis wherever possible.
- Fostering teamwork and co-operation.
- Supporting and encouraging achievement.
- Breaking down barriers and hierarchies to communication.
- Providing fair rewards to staff who share in the Company's success.

## Our recruitment processes

We advertise all employment opportunities on our website. We do, however, welcome expressions of interest from suitable candidates at any time. Even if we do not have any appropriate vacancies, we will let you know if we think your background and experience could be relevant for future opportunities and will contact you as soon as a suitable position becomes available. If you wish to register your interest in working at Northbank, please complete and forward the registration form that can be found at

[www.northbankcommunications.com/careers](http://www.northbankcommunications.com/careers).

We look for relevant academic backgrounds in job applicants, normally a life science-based degree for account handling positions, and evidence of drive and determination to succeed in a communications role. This is often shown through work experience or extra-curricular activities.

The recruitment process consists of at least two interviews plus additional tasks to be completed prior to interview. These tasks are aimed at giving us an indication of your writing skills and understanding of the communications field. During the interview process we like to give candidates the opportunity to meet a number of the staff they would be working with, as creating a strong team culture is important to us.



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# Employment opportunities at Northbank Communications

## Our culture and values

Northbank Communications is the leading global consultancy offering marketing, corporate & financial communications services to dynamic science-based companies.

Critical to the success of the Company and its staff are our core values, which we foster in our staff and come to expect as second nature.

These values are:

- Client Focussed – we strive to nurture long term mutually beneficial relationships.
- Professionalism – we expect professional competence from every member of our staff as an absolute minimum standard of performance.
- Continued Professional Development – we actively encourage and support our staff to maintain and develop their skills and qualifications so that we can provide the best service to our clients.
- Encouraging – we provide an open culture and framework that will encourage individual and collective responsibility.
- Top Team – we only recruit the best, thereby ensuring that the overall professional standards of the Company rise and we can be proud to work alongside the best in the industry.



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## Sue Charles Chief Executive Officer

Everyone says you can start at the bottom and get to the top. That's exactly what I did. During my PhD I knew bench science was not for me. But I loved science discovery and I loved communication – so I did some freelance writing and took on some student lecturing. Then I saw an ad in New Scientist for a technical writer with biotech experience – right up my street. I applied, got the job and the rest is history.

Over 6 years I moved up from entry level to a board position. I did an MBA and started my first agencies – a biotech PR agency and a design agency. Northbank is my fourth company. It's over 20 years since I donned a lab coat – but I still keep up with science discovery and my work gives me a really broad knowledge across many areas. I have worked with some great people and companies – and had the honour of launching Dolly the Sheep to the world. I love business, love reading and writing, and am a great sales person (so I am told!). I work hard; very hard. I am passionate, entrepreneurial, driven and successful. If this sounds like you, maybe Northbank could be the place for you.

## Holly Griffiths Junior Account Executive

I arrived at Northbank fresh from a degree at the University of Manchester in Neuroscience with German. Whenever I told people what I studied, the next question had always been "so what are you going to do with that?" It seemed that using both sides of my slightly unusual degree was going to be a challenge. I had spent a year working in a lab at the Centre for Brain Research in Vienna but knew that my real interest was in communication and long term research was not for me.

I jumped at the opportunity of working at Northbank where I would be able to keep up with the latest developments in the world of science while using my communication skills. On top of this, working at Northbank has given me the chance to achieve what I thought impossible and use some German on the job; either when dealing with the media, or with our sister office based in Munich.

## Our locations

Northbank currently operates out of three offices:

- London – this is the main centre for client-facing staff.
- Congleton, Cheshire – here we have a small team of client-facing staff, our creative team, including web developers, and our finance and admin teams that support the whole Company.
- Munich – a small team of client-facing staff.

## Entry-level positions

Northbank offers a number of entry-level positions:

- Internships – each summer we consider taking on students in London, Congleton and Munich for a period of about eight weeks. These paid internships provide an opportunity to experience first hand the workings of a PR and marketing consultancy. Students who spend time with us are often considered for permanent positions, once they have finished their degrees. We will consider unpaid internships for limited periods at other times to provide bright students with valuable work experience.
- Administrative positions – we see our office administration positions, particularly in London, as being stepping stones for those interested in pursuing a career in PR. We favour applications from those with a life science-based degree. In this role, as well as general office duties, you would be given the opportunity to provide support on many client projects.
- Junior Account Executives – as a valued member of the account team you would provide support to our Account Managers and Account Directors. You could be involved in PR, marketing and design work and would be required to develop a good knowledge of any specific clients you are working with. Excellent organisational skills would be essential, as you would be juggling a number of different tasks and expected to deliver accurate and high quality services to clients. The role also requires good technical writing skills. Some experience in PR and communications as well as a life science degree is needed for this position.

## Career progression

Those starting with Northbank in an entry-level position can look forward to regular reviews and promotion, dependent on ability and drive to succeed.

For example, those starting at a Junior Account Executive level are often promoted to Account Executive and then Senior Account Executive within 18 months of starting, and to Junior Account Manager level within two years.

As Northbank Communications is one of the fastest growing PR and marketing consultancies in the UK, the opportunities to move up the ladder from Account Executive to Account Manager and on to Account Director are very real. We always prefer to give these opportunities to existing staff rather than recruit externally, if possible.

## Experienced leaders

Whilst many of our experienced and senior staff have "risen through the ranks," we also hire at a senior level to add new skills to the team. We look for ambition, drive and the will to succeed.

## Other opportunities within Northbank

In addition to a career directly related to PR and Marketing we regularly have opportunities within our creative and support team, based in Congleton, for:

- Creative artworkers
- Designers
- Web developers
- IT support
- Finance support
- General administrators

## Kathryn Robertson Senior Account Executive

The path that brought me to being an Account Executive at Northbank has taken me around the world and back again, but I am still only at the very beginning of my career.

After completing a BSc (Hons) in Molecular Biology at the University of Edinburgh I worked as a Research Assistant in a cell biology lab. During this time I became involved in a number of science communication activities that the university ran. I quickly realised that the buzz I got from talking and writing about science was much greater than the buzz I got from a good result in the lab. In order to kick start a career in this area I travelled to Australia to complete a one year Masters Degree in Science Communication at the Australian National University.

The position of Account Executive at Northbank offers me the opportunity to develop a broad range of skills in the area of science communication. I was offered the job on my return from Australia and have worked at Northbank for six months now and enjoy it very much. The combination and variety of tasks that my job involves, provides me with the challenges I need to keep life interesting!

## Gemma Bradley Account Manager

My route to being an Account Manager has been fairly long and winding. I knew at the end of my degree in Natural Sciences that I wanted to be involved in science communication; the trouble was that it was not really clear what jobs existed in this area.

I started my working life as an assistant at a medical museum, but found that this required more knowledge of Victorian history than medicine. I missed science, and decided to return to the lab. I knew that this was a stop-gap before moving on to a communications role, but work at the bench taught me a lot and, I believe, has helped me to win the respect of top-level scientists since. At the same time as my MPhil, I completed a part-time diploma in Science Communication. This supported a move to an online publishing house and then to King's College London. In both organisations I was responsible for promoting cutting-edge biological and medical research alongside other marketing and PR tasks. It was while I was at King's that I got a call from Sue asking me to consider applying for an Account Manager job – she'd kept my CV on file after a previous interview. I've not looked back since. The variety of marketing, corporate and financial communications in this job keeps me on my toes, and I get to carry on learning about science without having to do the experiments myself.