

**STUDENT ACTIVATION**

# Scientific Communications Manager

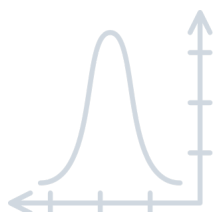
## OVERVIEW

Scientific Communications Managers are creative, organized, and detail-oriented professionals who support a company's creation of products that communicate scientific information, such as marketing documents, journal submissions, presentations at scientific conferences, and product approval applications. They interact with subject matter experts (SMEs) to collect scientific information for communications products, as well as to review and edit reports written by SMEs. They develop processes for a company's development and maintenance of scientific data, and oversee the creation of products that communicate this information. They make sure that varied communication products are consistent with one another and aligned with the company's priorities and goals. They negotiate with, hire, and oversee tasks completed by outside vendors contracted to create scientific communications products, and often serve as a contact for customers and outside partners.



## EVALUATE YOUR INTEREST

- I have a passion for science and enjoy discussing science topics with others, conducting research, and writing research papers.
- I have a knack for making complicated science concepts and topics seem simple to others.
- I am an effective writer and particularly enjoy descriptive and explanatory writing.
- I enjoy bringing together people from different areas of expertise with different strengths. I am comfortable speaking and listening to people from a wide variety of backgrounds.
- I am highly organized and can keep track of several projects at once, each with many moving parts.



# Scientific Communications Manager

STUDENT ACTIVATION (CONTINUED)



## CAREER CONNECTION

<b>How does this career affect me?</b>	<b>What are some other similar careers?</b>	<b>How does this career affect the world?</b> 
<p>A wide variety of products that you utilize on a daily basis—including digital devices, foods, medicine, vehicles, and electronics—are constantly being improved upon and made more affordable to ordinary citizens as a result of innovations and advancements in science, technology, and engineering. Scientific communications managers oversee the development of communications, including marketing materials and manuals, that explain to consumers how goods work and how they have been changed and improved as a result of scientific advancements.</p>	<p><b>Technical writers</b> write manuals, guides, articles, presentations to communicate complex information to varied audiences.</p> <p><b>Editors</b> plan writing projects, review manuscripts, and prepare documents for publication.</p> <p><b>Public relations specialists</b> help organizations to create and maintain favorable public images.</p> <p><b>Advertising, promotions, and marketing managers</b> plan and implement efforts to raise awareness of products and/or services.</p>	<p>The global production of a wide variety of goods and services is becoming increasingly influenced by innovations in science, engineering, and technology. Scientific communications managers facilitate information sharing and exchanges between goods producers and the outside world. They help produce journal articles and conference presentations that help experts share expertise with one another, as well as conduct marketing and use materials that make goods more accessible to consumers. As a result, effective scientific communication increases the impact of STEM innovations on the world.</p>

## TAKE ACTION

- Join the staff of a school-based publication, such as the student newspaper or a club newsletter. If possible, volunteer to research and write science-themed articles for the publication.
- Analyze the instruction manual for a digital device or household appliance. Think about changes you would make to the instructions to make the product easier to use for customers.
- Draft detailed instructions for completing a complicated task, such as completing a math problem, performing a function of a digital device, or installing an appliance. Test the effectiveness of your instructions by having a friend or family member use them to complete the task. Afterwards, make adjustments to the instructions as needed.
- Volunteer to supervise or complete the written portion of a collaborative assignment such as a science fair project or class presentation.
- Join your school's writing center and provide other students with guidance on how to complete research papers, essays, and other writing assignments.

