

## Job Description for Marketing & Communications Officer

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**Job title:** Marketing & Communications Officer

**Reporting to:** Marketing & Communications Manager, working in the External Affairs team

**Location:** Remote, with office space available in London two days a week. Occasional time into London is required

**Contract type:** Full time (5 days a week), permanent contract

**Salary:** £30,000 - £33,000

**Holiday entitlement:** 28 days (pro rata), in addition to public holidays

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### **About the BSI**

The British Society for Immunology (BSI) is a dynamic membership organisation and learned society, with a mission to drive scientific discovery and make a positive impact on health. With over 4,300 members and a remit across academia, industry, and healthcare in the UK and globally, we run many valuable initiatives, to connect our community, champion career development for our members and to catalyse change for the benefit of research, clinical delivery, and public health.

Driven by our values and behaviours, we are a high-performing, forward-thinking and solution-focussed organisation. We value teamwork and actively seek other opinions to ensure we can deliver to the highest standard as well as commit to reflecting upon our work to ensure a continual improvement culture. We welcome applications from individuals who are inspired by our values and behaviours.

### **Scope and purpose of the role**

This creative and fast-paced role is an excellent opportunity to build your communications experience whilst working across a range of areas within a science and health membership organisation.

The BSI is an influential and authoritative voice for immunology, a key scientific and health field that plays a central role in many of the most pressing global health challenges we face, including research into the COVID-19 pandemic, developing new treatments and vaccines, which have saved many millions of lives, and supporting ageing populations to experience healthier lives for longer. Now is an exciting time for immunology, which is seeing new therapies (such as novel vaccines and cancer immunotherapies) come into the clinic to improve patient health.

The Marketing & Communications Officer is a vital role within the BSI External Affairs team, reporting to the Marketing & Communications Manager to deliver engaging communications to a variety of audiences (including scientists, the media, policy makers and the public) to drive the reach and influence of the Society's work.

We are looking for an ambitious and self-driven communications professional with an understanding and passion for science and health who can use their skills to engage with researchers to promote our membership, events and activities, as well as with the public and other relevant audiences to raise the importance and influence of immunology.

The Marketing & Communications Officer will be responsible for implementing our communications activity on several different fronts through a variety of channels including website, newsletters, social media and events, in line with our communications strategy. This includes integrated communications campaigns with a focus on membership engagement alongside promoting our online and face-to-face events to current and new audiences and generating content that is informed and shaped by our immunology community.

This is a fantastic opportunity for someone with excellent communication and organisational skills and a passion and understanding for science, who is looking for an exciting new challenge to build their skills and experience through impactful and high-profile projects in the charity sector.

### **Specific duties and responsibilities**

#### ***Digital communications***

- Implement engaging multi-channel marketing and communications campaigns to raise the profile and reach of BSI membership and events (including email, web, social media, paid advertising, reciprocal advertising and event exhibition).
- Contribute to the development of the BSI communications plan, with a focus on forward-planning, integrating all BSI activities and driving the strategic objectives of the Society.
- Write, design and issue monthly newsletters for both BSI members and subscribers, as well as writing dedicated emails for specific activities and events to segmented audiences.
- Work with the team to maintain the BSI website including planning, creating, reviewing and regularly updating website with timely and interesting content that aligns with the Society's brand.
- Support the delivery of a strategic social media presence and undertake day-to-day management of the BSI social media channels and communication tools.

#### ***Membership engagement and stakeholder communications***

- Develop a strong knowledge of the BSI's activities, its membership base and the wider learned society / charity sector.
- Plan and carry out day-to-day communications activity for the BSI membership offering and activities, with an emphasis on member engagement, retention and recruitment.
- Develop and issue stakeholder communications, collaboratively coordinating key assets including messaging, collateral and visuals, for specific projects delivered by the Society.

#### ***Content creation***

- Write accurate, engaging and targeted copy for a range of audiences across a range of channels.
- Curate compelling organic social media content, including creating social media banners and videos using Canva.

- Support the design and production of marketing and communications materials (e.g. leaflets and reports) ensuring consistent house style, branding and layout.

### ***Monitoring and evaluation***

- Assist the evaluation of the Society's communications activities, recording and reporting on key analytics to internal and external stakeholders to demonstrate impact.
- Use insights from website, newsletter and social analytics to optimise our digital communications and build audience engagement.

### ***Events***

- Promote BSI events through our newsletters and social media channels.
- Attend BSI events to coordinate on-site marketing
- Represent the BSI at external events to promote BSI membership, which may involve national travel and occasional weekend working.

### ***Operational support***

- Support the production of the Society's magazine, *Immunology News*, including contributing with content, and liaising with corporate members on advertisements and distribution and promotion.
- Contribute to internal and external meetings on knowledge of communications and BSI activities, providing accurate and timely minutes when needed.

### ***Collaboration***

- Be a proactive and hands-on member of a small communications team, contributing to other communications projects and liaising closely with colleagues across the team to ensure our activities are communicated in an accurate and engaging manner.

### ***Other responsibilities***

- Embed the principles of the BSI's Diversity & Inclusion framework in our communications and in interactions with the staff, members, stakeholders etc.
- Undertake any other reasonable duties which may arise occasionally, and which are commensurate with the general level of the post and as requested by the Marketing & Communications Manager.

### **Person specification**

#### ***Essential***

- Educated to degree level or equivalent.
- Strong level of IT literacy.
- Awareness of communications principles and how to apply them to meet objectives.
- Ability to communicate complex ideas in an accessible and clear manner through a variety of formats.
- Excellent written communication skills and a rigorous attention to detail.
- Familiarity with and use of social media, and with digital content making tools.
- Excellent interpersonal skills, with ability to build relationships across organisation and with other stakeholders.

- Excellent organisational skills, with ability to cope with a full and varied workload, prioritise and work to deadlines.
- Positive and collaborative attitude across all aspects of work.
- Willing to 'go the extra mile' to help others and themselves achieve goals, taking initiative as part of a small team.
- Exceptional customer service.
- Willingness to travel in UK.

***Desirable***

- Graduate or postgraduate qualification in science.
- Relevant experience in a similar role.
- Project management skills.
- Experience with email marketing software.
- Experience in working with design packages.
- Willingness to work some weekends, if necessary, with time off in lieu.

## BSI Values and Behaviours

The BSI is committed to the following values and behaviours. We welcome applications from individuals who are inspired by them.

We are:

**Ambitious and committed**

**Evidence-based and responsible**

**Collaborative and inclusive**

**Agile and energetic**

### **Ambitious and committed**

Solution focussed  
High performing  
Forward thinking  
Determined  
Driven  
Realistic

### **Evidence-based and responsible**

Promoting science  
Creating a platform for experts  
Championing immunology  
Act with integrity  
Reflect and learn  
Rigorous

### **Collaborative and inclusive**

Compassionate and supportive  
Fostering new partnerships  
Valuing and seeking opinions  
Open minded  
Respecting and promote diversity  
Communicate clearly

### **Agile and energetic**

Courageous  
Acting decisively  
Flexible  
Proactive  
Enthusiastic  
Empowering