

Job description for Senior Marketing & Communications Officer

Job title: Senior 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 travel into London is required

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

Salary: £36K - £39K

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

The British Society for Immunology (BSI) is a dynamic membership organisation and learned society, with a mission to drive scientific discovery in immunology and make a positive impact on health. With over 4,800 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, ambitious and forward-thinking organisation, who value teamwork and collaboration. We encourage applications from individuals from all backgrounds who are inspired by our values and behaviours.

Scope and purpose of the role

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. As Senior Marketing & Communications Officer, you get to work at the heart of this exciting discipline, using your knowledge and skills to deliver engaging communications to a variety of audiences to drive the reach and influence of the Society's work.

This role is split equally between supporting activities of the BSI and those of our publishing portfolio. On the BSI side, you will be responsible for developing and delivering our marketing and communications activity through a variety of channels. Activities can include promoting our membership offering to immunologists working in academia, industry and the clinical sector, promoting key activities such as our events or training offerings, and supporting initiatives to raise the importance and influence of immunology. On publishing, you will be responsible for developing and delivering impactful marketing activities to increase submissions and readership of our official journals, *Clinical & Experimental Immunology*, *Immunotherapy Advances* and *Discovery Immunology*, in particular building the reputation of our newer Open Access journals.

This creative role is a fantastic opportunity for someone with excellent communication skills and a passion for science, who is looking to build their expertise and experience working on impactful marketing and communications projects in an innovative charity.

Specific duties and responsibilities

BSI marketing and communications (50% of time)

Content planning, creation and distribution

- Develop and deliver engaging multi-channel marketing and communications plans and campaigns to raise the profile, reach and impact of the organisation and specific initiatives
- Proactively 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 accurate, engaging and targeted copy for a range of audiences across a range of channels
- Contribute to the BSI website including planning, creating, reviewing and regularly updating website with timely and interesting content, in collaboration with key team members
- Lead on the development and execution of tailored emails to segmented audiences for specific activities, including copywriting and design and supporting the delivery of e-newsletters
- Run the BSI social media channels by creating bespoke content including engaging copy and graphics/videos to build engagement and reach across a range of audiences and activities
- Design and produce marketing and communications materials (e.g. leaflets and reports), both in house and working with agencies, ensuring consistent house style, branding and layout

Membership engagement and stakeholder communications

- Develop and leverage 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 communication strategies, collaboratively coordinating key assets including messaging, collateral and visuals, for specific projects

Monitoring and evaluation

- Develop strong evaluation frameworks for specific campaigns, recording and reporting on key analytics to internal and external stakeholders to demonstrate impact
- Regularly monitor and review the performance of the Society's communications activities, recommending optimisations and testing strategies
- Use insights from website, newsletter and social analytics and wider sector trends to optimise our digital communications and build audience engagement

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 notes when needed

Publishing marketing (50% of time)

- Plan, develop and implement a wide range of effective marketing communications campaigns in collaboration with the BSI's publisher Oxford University Press (OUP), and the Journals Manager
- Work with the Marketing & Communications Manager, the Journals Manager and the Marketing Team at OUP to implement impactful marketing strategies for our journals to drive the editorial objectives
- Run the social media accounts of the three BSI journals, leading on the development and delivery of engaging daily content to promote readership and authorship
- Liaise with the Journals team, OUP and Editors to prioritise campaigns to promote specific priority areas and identify cross-promotional activities across the journals
- Develop and deliver marketing collateral including writing copy, designing digital graphics, leaflets and presentations, in line with the BSI's communications strategy and brand
- Align publishing activities and wider BSI activities by creating integrated communications, including managing reciprocal marketing agreements with other organisations
- Monitor and evaluate campaigns to provide insight on impactful marketing strategies and specific campaign performance against key performance indicators
- Represent journals marketing expertise in meetings, creating and presenting reports and using the findings from evaluations to drive strategic decisions and recommendations
- Keep up to date with latest trends, techniques and best practice in scientific journals marketing

Other responsibilities

- Embed the principles of the BSI's Diversity & Inclusion framework in our communications and in interactions with staff, members, stakeholders, etc.
- 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
- 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
- Occasional national travel and occasional weekend working

Person specification

Education and experience

Essential

- Graduate or postgraduate qualification in science or equivalent experience, ideally within the science/health fields
- Proven experience of developing and delivering effective marketing and communications activities within a science and or clinical/health environment
- Experience of working in the academic publishing sector, and liaising with publishers and editors
- A good understanding of marketing and communications principles and how to apply them

- Strong level of IT literacy including email marketing software, web and content management systems (CMS) and membership databases or Customer Relationship Management (CRM) software
- Experience of writing, editing and producing high-quality content for different channels including websites, reports, blogs and video, as well as creating engaging graphics for digital and print
- Experience of working with different communications channels including email marketing, website development and multiple social media platforms

Desirable

- Understanding of the research landscape and experience of engaging with key stakeholders
- Relevant experience in a similar role
- Experience of using a range of programmes including Drupal 9, Google Analytics, InDesign, Canva and Mailchimp

Skills and capabilities

Essential

- Excellent written communication skills, including copywriting, copyediting and proofreading, and a rigorous attention to detail
- Excellent interpersonal skills, with ability to build relationships across organisation and with other stakeholders
- Strong organisational skills, with ability to coordinate and prioritise a varied and complex workload
- Ability to communicate complex ideas in an accessible and clear manner through a variety of formats
- Good analytical skills and experience using data and insights for evaluation and to learn from past results
- Ability to use initiative and judgement to anticipate potential issues and solve problems, and ability to work independently and as part of a team
- Highly self-motivated, capable of working independently as well as collaboratively
- Demonstrate positive and collaborative attitude across all aspects of work, with a proactive and solutions focused approach

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