

Job Description for Marketing & Communications Officer

Job title: Marketing and Communications Officer

Accountable to: Marketing & Communications Manager; working in the External Affairs team.

Salary: £25,000 - £30,000

Location: We have a London office in Holborn but all staff are currently working from home. We are reviewing our ways of working, with a likely move to a mix of office and remote working.

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

The British Society for Immunology (BSI) is a dynamic membership organisation and a Learned Society, whose mission is to promote excellence in immunology research, scholarship and clinical practice for the benefit of human and animal health. With over 4,200 members, we run scientific meetings across the UK, publish three scientific journals, *Immunology*, *Clinical & Experimental Immunology* and *Immunotherapy Advances*, and award grants and bursaries. The BSI also engages with the public and policy-makers through our communications, policy, careers and public engagement work.

Scope and purpose of the role

This creative and busy role is an excellent opportunity to build your marketing and communications experience across a variety of fields within a science and health membership organisation.

The BSI is an influential and authoritative voice for immunology, a dynamic field which is seeing new therapies (such as novel vaccines and cancer immunotherapies) now come into the clinic after many years of innovative research carried out by UK labs. We are looking for a marketing and communications professional with a strong understanding and passion for science who can use their skills to engage with researchers to promote our membership, events and journals, as well as with policy makers, the media and other relevant audiences to influence policy and attitudes towards immunology

The Marketing & Communications Officer will be responsible for executing our marketing activities on several different fronts, including for BSI membership and events, in line with our strategy. This includes a focus on membership recruitment and retention alongside promoting our online and face-to-face events to current and new audiences. On publishing, the role-holder will be responsible for delivering marketing activities across our journals portfolio including our three journals, *Immunology*, *Clinical & Experimental Immunology* and *Immunotherapy Advances*.

The role holder will also be responsible for supporting communications activities across the organisation, and delivering against our communications strategy to effectively engage with a number of audiences including scientists, the media, policy makers and the public.

The role is ideally suited to an intelligent and organised graduate/postgraduate, with a solid understanding of science and previous marketing and communications experience, who is looking to build up their experience in the charity and publishing sectors.

Specific duties and responsibilities

Society marketing and communications (50% of time)

- Develop a strong knowledge of the BSI's activities, its membership base and the wider learned society / charity sector.
- Deliver Society marketing and communications plans with an emphasis on member retention and recruitment.
- Provide support to colleagues across the Society to ensure that information on all our activities is communicated in an accurate and engaging manner.
- Develop and execute engaging multi-channel marketing campaigns to raise profile and reach of BSI membership and events.
- Write accurate, engaging and targeted copy for a range of audiences across a range of channels.
- Oversee the design and production of marketing and communications materials to ensure they conform to the BSI's brand guidelines.
- Operate social media and communication tools on behalf of the BSI and create engaging digital content, such as videos and imagery.
- Ensure our website is updated with timely and interesting content, and aligns with the Society's brand.
- Evaluate website analytics to continue to improve and optimise our content, structure and design so that our website provides a quality experience.
- 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.
- Ensure proper evaluation of all marketing and communications activities, including monitoring campaign success, setting realistic benchmarks, and adapting marketing tactics in order to maximise return on investment.

Publishing marketing (50% of time)

- Work with the Journals Manager to produce a suitable marketing strategy for the journals, supported by analysis from our publisher.
- Plan and carry out day-to-day marketing activity for the BSI journals.
- Implement engaging marketing campaigns via the most appropriate channels to drive readership and authorship to the BSI journals (including email, web, social media, direct mail, reciprocal advertising and event exhibition).
- Analyse and report on marketing activity for internal and external meetings.
- Keep up-to-date with latest trends, techniques and best practice in STM/ journals marketing.

Other responsibilities

- To 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

Education and qualifications

- Graduate or postgraduate qualification in science
- Strong level of IT literacy

Essential skills for this role

- Awareness of marketing and 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 copywriting skills and a strong eye for detail
- Experience with email marketing software
- 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
- Strong project management skills, with ability to work independently across multiple projects
- Calm and organised with ability to prioritise
- Demonstrates positive and collaborative attitude across all aspects of work
- Willing to 'go the extra mile' to help others and themselves achieve goals
- Demonstrates exceptional customer service
- Willingness to travel in UK and internationally

Desirable skills for this role

- Previous marketing experience (ideally in the learned society and/or scientific publishing sectors) or a marketing qualification (CIM Level 4 or above).
- Experience in working with design packages
- Willing to work some weekends if necessary, with time off in lieu.

How to apply

Please carefully review the job description before sending a CV and cover letter outlining your suitability for the role to hr@immunology.org by **Tuesday 1 September**.

Unfortunately, due to the volume of applications that we receive, it is not possible to respond to all applicants individually. We request no contact from agencies.