

Job title:	<b>Marketing &amp; Communications Officer</b>
Reports to:	Head of Marketing
Purpose of job:	To support the Communications team through the Society's current strategic plan, transforming our digital channels and communications with reactive, creative content that engages and resonates with our audiences.

## KEY RESPONSIBILITIES

### Content Creation

- Create compelling visual and written content tailored to different audiences across social media, personalised email, web pages, and paid search.
- Explore and develop new content formats and channel opportunities that will broaden the Society's audience reach and relevance and give a competitive edge to help the BES voice have impact.
- Collaborate with teams across the Society to design content that showcases the wonder of ecology.

### Channel Management

- Support the Head of Marketing to ensure the Society's communications and marketing are centralised and co-ordinated with audience experience and engagement at their heart.
- Own and manage the BES website content, scheduling the publishing of new pages and editing content to make sure it is visually engaging, in line with the BES tone of voice, optimised for SEO and relevant in how it supports our strategic goals.
- Lead and manage the BES's social media presence from content creation to scheduling and reporting. Revitalise our accounts through proactive and reactive content that fosters a thriving online community of engaged followers who are passionate about saving our natural world.
- Oversee and manage the running of personalised email campaigns and automated email journeys for audiences across the Society. Work with the Head of Marketing to set up audience segments and email journeys for new audiences and campaigns and monitor their performance and effectiveness.

### Campaign Development and Delivery

- Support the Head of Marketing and the MarComms Working Group to develop larger cross-organisational campaigns that help deliver the Society's strategic plan with creative thinking and solutions.

- Work with the Head of Marketing to deliver these campaigns across all channels, such as Ecology Fest in Spring 2025, our brand awareness and membership drive campaign.

#### Monitoring and Reporting

- Monitor and assess our content performance on a daily basis to make sure our channels are hives of activity and relevance for our audiences. Report back weekly at our team meetings of highlights and where we can improve as well as an in-depth monthly MarComms performance report for us to share across the Society.
- Work with the Head of Marketing to create campaign dashboards and reporting within Google Analytics and Data Studio for specific campaigns, making sure we have visibility across all channels.
- Work with colleagues within membership and events to make sure the CRM data is up to date and reflective of marketing and communication performance. Society Support

## PERSON SPECIFICATION

### Essential

- 2-3 years of equivalent experience in a Marketing or Communications role.
- Confident communication skills, with the ability to distill complex topics into engaging stories for different audiences and channels.
- Strong design skills with experience using Canva, Adobe InDesign, Photoshop, or equivalent.
- Experience working with automated email technologies, including advanced segmentation, dynamic content and running and optimising automated audience journeys.
- Ability to interpret performance data and make evidence-driven creative decisions.
- Self-motivated and proactive, with the ability to work independently and take initiative in driving projects forward.
- Experience using website CMS (ideally WordPress/Drupal).
- Strong organizational skills and the ability to multitask effectively while maintaining a high level of accuracy and professionalism.

### Desirable

- Passion for ecology, biodiversity and environmental conservation.
- Experience using CRM systems (ideally Microsoft Dynamics) Some financial administrative experience.

- Some minute-taking experience.
- Experience working for a charity.
- Bachelor's degree.

## COMPETENCIES

Competency	Level
<b>Teamwork</b> Working cooperatively and constructively, building good working relationships, including valuing others	Operational
<b>Customer Focus</b> Identifying, understanding, and giving priority to meeting the needs of customers and potential customers	Management
<b>Commitment to Excellence</b> Sets the highest standards of performance for self and others in meeting the needs of the organisation	Operational
<b>Continuous Improvement and Adaptability</b> Initiating or participating in changes affecting our job or the organisation, enhancing performance as a whole	Management
<b>Resource Planning and Management</b> Planning, using and managing BES resources effectively	Operational
<b>Information Gathering and Networking</b> Establishing and maintaining good contacts both outside and within the organisation	Operational

*This is a description of the job as it is presently constituted, and from time to time you may need to undertake work beyond what is constituted here but is reasonably reflective within the scope and seniority of your role.*

*It is the practice of the British Ecological Society to examine job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are being proposed. This will be conducted in consultation with you. The organisation aims to reach agreement on changes, but if agreement is not possible, the organisation reserves the right to insist on changes to your job description, after consultation with you.*