

The Biochemical Society - Job Description for:

Job Title	Marketing and Communications Officer
Reports to	Marketing and Communications Manager
Department	Marketing and Communications
Location	Remote

Overview

The Biochemical Society and its wholly owned publishing subsidiary Portland Press Ltd (PPL) are seeking a Marketing and Communications Officer to support the work of the Marketing and Communications team across the organization.

Working closely with colleagues in all departments, including events, grants, publishing, education, and community engagement, the role will help showcase the full range of activities across the organization, building outreach and engagement with audiences and driving brand awareness and impact across the sector.

The ideal candidate for this role will possess outstanding copywriting skills, an excellent eye for design, and should demonstrate a good understanding of branding and visual identity. They will bring creativity and ideas and be able to work collaboratively with colleagues and stakeholders at all levels. Candidates should also be able to identify promotional opportunities and content synergies, effectively prioritising their workload and ensuring balanced promotion of the Society and PPL's resources and initiatives.

A background in marketing and experience using specialist marketing tools and platforms to support outreach and engagement objectives is essential, and experience working in a member, charity, event, or science-based organization is also advantageous.

Key accountabilities

- Work on regular marketing campaigns including for events, publishing and other usual activities, taking ownership of cross-channel projects as directed by the Marketing and Communications Manager.
- Use copywriting and editing skills to create, adapt and finalize a wide range of marketing and communications materials/messages for different target audiences to maximise stakeholder engagement.
- Support content generation for activities across the Group, including social media, website and marketing materials.
- Leverage stakeholder engagement to capture engaging content such as testimonials, images and video.
- Lead with requests for design work, helping to create and update marketing materials for Society events and other activities, and working closely with colleagues, designers, printers, and couriers.
- Support the management of collateral levels and arranging materials, banner stands, etc., for events.
- Work with relevant staff members to generate news articles and press releases, as required.
- Ensure cross-promotion of content across the Group and brand-cohesive campaigns across all channels.
- Support the upholding of style and brand guidelines across all print, digital and public facing materials, including content management systems.
- Some uploading of website content via the Society's content management system, as needed, and ensure pages present a relevant and engaging public face for the organization.

- Management and support of the Group's social media accounts as directed by the Marketing and Communications Manager, delivering a balanced schedule of content and helping to maximize the promotion of activities and resources.
- Monitor existing and new social media platforms for ROI and most effective engagement opportunities.
- Assist with data management, including de-duplicating send lists and building segments for campaigns, reporting on monthly/annual metrics, the population of marketing preferences, and the growth of marketing opt-in lists.
- Help to track engagement across key marketing channels, including email, social media, and website analytics.
- General administrative support for all marketing and communication activity and maintenance of relevant shared inboxes.

Key knowledge and skills

- Marketing qualification and/or relevant experience
- Excellent organization skills and attention to detail
- Excellent communication skills, both oral and written, including copywriting/editing experience
- Collaborative working approach and ability to engage with a variety of team members
- Skilled in using Microsoft Office – Word, Excel, PowerPoint
- Experience with online marketing tools such as DotDigital, Survey Monkey and Google Analytics
- Experience with using social media for marketing and communications
- Experience of web-based content management systems and relevant design packages such as InDesign or Photoshop would also be helpful
- Commitment to excellent customer service and demonstrable skill in responding to customer needs

Competencies to be evidenced in this role are:

Judgement

Makes sound decisions; bases decisions on fact rather than emotion; analyses problems skilfully; uses logic to reach solutions.

Cooperation/Teamwork

Works harmoniously with others to get a job done; responds positively to instructions and procedures; able to work well with staff, co-workers, peers and managers; shares critical information with everyone involved in a project; works effectively on projects that cross functional lines; helps to set a tone of cooperation within the work group and across groups; coordinates own work with others; seeks opinions; values working relationships; when appropriate facilitates discussion before decision-making process is complete.

Reliability

Personally responsible; completes work in a timely, consistent manner; works hours necessary to complete assigned work; is regularly present and punctual; arrives prepared for work; is committed to doing the best job possible; keeps commitments.

Support of Diversity

Treats all people with respect; values diverse perspectives; participates in diversity training opportunities; provides a supportive work environment for the multicultural workforce; applies the philosophy of equal employment opportunity; shows sensitivity to individual differences; treats others fairly without regard to race, sex, colour, religion, or sexual orientation; recognizes differences as opportunities; values and encourages unique skills and talents; seeks and considers diverse perspectives and ideas.

Customer Service

Listens and responds effectively to customer questions; resolves customer problems to the customer's satisfaction; respects all internal and external customers; uses a team approach when dealing with customers; follows up to evaluate customer satisfaction; measures customer satisfaction effectively; commits to exceeding customer expectations.

Problem Solving

Anticipates problems; sees how a problem and its solution will affect other units; gathers information before making decisions; weighs alternatives against objectives and arrives at reasonable decisions; adapts well to changing priorities, deadlines and directions; works to eliminate all processes which do not add value; is willing to take action, even under pressure, criticism or tight deadlines; takes informed risks; recognizes and accurately evaluates the signs of a problem; analyses current procedures for possible improvements; notifies supervisor of problems in a timely manner.

Communication

Writes and speaks effectively, using conventions proper to the situation; states own opinions clearly and concisely; demonstrates openness and honesty; listens well during meetings and feedback sessions; explains reasoning behind own opinions; asks others for their opinions and feedback; asks questions to ensure understanding; exercises a professional approach with others using all appropriate tools of communication; uses consideration and tact when offering opinions.

Attention to Detail

Is alert in a high-risk environment; follows detailed procedures and ensures accuracy in documentation and data; carefully monitors gauges, instruments or processes; concentrates on routine work details; organizes and maintains a system of records.