

Job description for Marketing & Communications Manager

Job title: Marketing & Communications Manager

Accountable to: Director of External Affairs

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

Salary: £46K – £50K

Contract: Permanent, full time, 35 hours per week

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 Marketing & Communications Manager, you get to work at the heart of this exciting discipline, using your knowledge and skills to lead the development and delivery of marketing and communications activities across the organisation, including the activities of both BSI and our journals. Responsibilities include developing impactful content strategies across a wide range of activities, such as membership, events, training and policy projects, to ensure we engage effectively with our members and wider community and maximise our impact for immunology in the UK. On publishing (which will form approximately 20% of the role), you will be responsible for leading the strategic development of marketing activities for our three journals, *Clinical & Experimental Immunology*, *Immunotherapy Advances* and *Discovery Immunology*. A core part of the overall work is managing two staff members, the Senior Marketing & Communications Officer and Marketing & Communications Officer, and overseeing their professional development.

The successful candidate will have excellent communication and interpersonal skills with proven experience of delivering impactful communication and marketing campaigns. This creative and varied role is an excellent opportunity to lead on marketing and communications activities for a well-respected, ambitious and innovative membership organisation within the science and health fields.

Specific duties and responsibilities

Strategic development

- Manage the strategic development of marketing and communications, including developing comprehensive plans, for the BSI and its journals, working closely with the Director of External Affairs and Journals Manager, to support the delivery of the BSI's mission
- Work with the Director of External Affairs and other team members to ensure communications activities deliver on the Society's strategic priorities and themes
- Line manage two Marketing & Communications Officers, supporting their professional development and ensure they meet individual and team objectives

Marketing and communications for the Society

- Be the organisation lead for marketing and communications, improving our ability to engage with our current audience and to reach new audiences
- Manage the planning, development, implementation and evaluation of all marketing and communications activities across the organisation, including in the areas of membership, events, training, partnerships, policy and public engagement
- Work across the organisation to ensure the development and maintenance of a communications schedule for messages to external audiences
- Collaborate with staff across the organisation to ensure communications input is embedded at the start of and throughout the development of significant projects, providing insight into audience, messaging and engagement
- Keep up to date with best practice in equity, diversity and inclusion practices in communications and ensure these are implemented in BSI work
- Support the delivery of projects with key external partners through developing mutually beneficial relationships
- Manage the production of the Society's magazine, *Immunology News*
- Write accurate, engaging and targeted copy for a range of audiences across a range of channels
- Manage the BSI's online presence, including website and social media, to ensure engaging and timely content, which aligns with the Society's brand
- Manage the marketing both of and at BSI events
- Manage the evaluation of website and campaign analytics to continue to improve and optimise our content, structure and design across marketing and communications activities to maximise return on investment

Publishing marketing

- Work with the Director of Finance, Membership & Publishing and the Journals Manager to develop a suitable marketing strategy for the BSI journals to meet our strategic goals, supported by analysis from our publisher, and with respect to our varied journal portfolio
- Manage the development and implementation of engaging multi-channel marketing campaigns to drive readership and authorship to the BSI journals
- Oversee the alignment of publishing marketing activities and wider BSI marketing activities
- Use data analysis and evaluation of journal marketing activity to drive strategic thinking into reaching new audiences and increasing content engagement
- Keep up to date on trends, techniques and best practice in scientific journals marketing

External environment

- Maintain a strong knowledge of the BSI's activities, its membership base and the wider learned society/charity sector
- Keep up to date on trends and innovations within marketing and communications and analyse their usefulness to our work
- Develop and maintain productive relationships with peers in partner organisations to support the delivery of projects
- Identify upcoming key issues/opportunities and use creativity to produce a forward work plan to take advantage of them

Other responsibilities

- 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 Director of External Affairs
- Responsible for budgets within these areas of activity
- Deputise for the Director of External Affairs when required
- Manage additional interns and/or other staff if required
- Occasional national travel and occasional weekend working

Person specification

Education and experience

Essential

- Graduate or postgraduate qualification or equivalent experience, ideally within the science/health fields
- Strong level of IT literacy and experience, including knowledge of the latest developments in technology/online engagement/digital tools relevant to marketing and communications
- Proven track record of managing and delivering impactful projects in a relevant marketing/communication environment, ideally within the science or healthcare sectors
- Professional experience which shows the ability to understand complex subjects and to distil to a wider audience
- Experience of working with a wide variety of partners to build productive relationships

Desirable

- Experience of line management, including a track record of coaching and developing staff
- Knowledge of membership organisations and learned societies
- Experience of marketing within the scientific publishing sector
- Budget management experience
- An understanding of EDI challenges within STEM workforce

Skills and capabilities

Essential

- Excellent written and verbal communication skills with the ability to communicate effectively in a wide range of media and to diverse audiences
- Excellent interpersonal skills, with ability to build relationships across organisation and with other stakeholders
- Ability to communicate complex ideas in an accessible and clear manner through a variety of formats
- Excellent copywriting skills with meticulous attention to detail
- Excellent project management and organisational skills, with ability to work independently across multiple projects
- Strong negotiating and influencing skills, with the ability to pick up on stakeholders' sensitivities
- Business awareness with ability to use your insight to champion our cause and input
- Ability to understand complex subjects, problem solve and to construct persuasive arguments
- Highly self motivated with ability to work autonomously without supervision, making decisions or requesting managerial support as appropriate
- 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