

Microbiology Society – Job Description for:

Job title: Communications and Engagement Manager

Reports to: Head of Engagement and Storytelling

Location: 14-16 Meredith Street, London, EC1R 0AB

1.1 About us

The Microbiology Society is a membership charity for scientists interested in microbes, their effects, and their practical uses. It has a worldwide membership based in universities, industry, hospitals, research institutes, schools, and other organisations.

Our members have a unique depth and breadth of knowledge about the discipline. The Society's role is to help unlock and harness the potential of that knowledge.

Our commitment to anyone who studies microbes is **“whoever you are, wherever you are, we will amplify your voice”**. Read more about our mission and values at microbiologysociety.org

1.2 About you

The Communications and Engagement Manager has responsibility for overseeing the development and implementation of digital communications across the Society, including management and development of the website, social media platforms and email marketing.

The postholder will work across the Society to produce digital campaigns that build on the Society's strategic priorities, harnessing the power of our members by putting their work at the front and centre of our communications, in order to champion why microbiology matters to a range of audiences including the public and the media.

It will involve the use of monitoring and evaluation to ensure effective delivery of innovative communications and content across platforms including social media and the Society's email marketing output. The role will also manage, evaluate and develop the Society's website, ensuring it is both future-proof and effective as a hub for anyone interested in microbes.

The postholder will contribute to and support the Head of Engagement and Storytelling in the delivery of all of Council's strategic objectives and particularly in relation to advancing the understanding of microbiology and championing the contribution made by microbiology, our members and their work in addressing global challenges, as well as ensuring that our communications reflect the Society's values.

1.3 Responsibilities

Strategic

- Define, lead, implement and expand the Society's social media plan, using monitoring data to make informed decisions.
- Lead on the evaluation of the Society's communication campaigns, including statistical review to measure engagement with our content and inform future campaigns.
- Ensure those working on the Society's communications and engagement are effective, high-performing and proactive in promoting the full scope of the Society's activities under the objectives of the Society's ambitious strategy.
- Lead the management of the website, social media channels and email marketing, serving the Society's various audiences and ensuring digital engagement continues to grow.
- Keep up to date with the current trends and upcoming developments across our digital platforms to ensure our communications are fit for purpose and future proof.
- Enhance digital communications for the membership, in line with the Society's strategy.
- Collaborate with colleagues and project teams to lead on the development, implementation, and evaluation of their digital communications to enable them to meet strategic objectives.
- Ensure the Society's digital communications live up to its values to be welcoming, transparent and professional, affirming our reputation as a friendly, nurturing and approachable community, driven by the experience of a diverse set of members.

Operational

- Working with the Editor of Magazine Content, manage the informal member-led magazine content working group to commission member content for publication on the journals website.
- Working alongside the Content and Engagement Manager and Creative and Brand Lead to generate a pipeline of engaging content and ensure all digital design assets are suitable for our communications platforms and in line with our social media strategy.
- Lead the delivery of the Society's event app, including content migration from the Society's website as well as managing the news and social functions, ensuring the effective implementation of the app for Annual Conference as the primary in-event communications platform.
- Lead the management of Society-wide bulk e-communications to target effectively, deliver content in support of Society activities.
- Work with external agencies for digital and website support and development.
- Work with colleagues to manage the ongoing development of the Microsoft Teams intranet as the Society's internal communications hub, to ensure continued engagement.

1.4 Knowledge and skills

Essential

- Relevant degree-level qualification or equivalent.
- Extensive experience in delivering communications across multiple platforms.
- Extensive experience in website content management.
- Excellent understanding of the digital landscape, digital standards and best practice
- Motivated with the ability to work collaboratively building relationships both within the Society and with external key stakeholders.
- Proven organisational and administration skills with the ability to time manage effectively.
- Excellent working knowledge of Microsoft Office applications.
- Excellent written and verbal communication skills with ability to write and edit audience-focused content for different digital channels.
- Strong project management skills and ability to time manage effectively.
- Experience of managing relationships with agencies/freelancers including designers, developers and editors.
- Experience of writing, editing and publishing.

Desirable

- Line management experience.
- Knowledge of membership organisations.
- Knowledge of, or interest in, the science of microbiology.
- Experience of effectively managing resources and budgets and meeting targets.