

## Microbiology Society – Job Description for:

Job title: Communications and Engagement Officer-6 Month FTC

Reports to: Communications and Engagement Manager

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](https://microbiologysociety.org)

### 1.2 About you

We are seeking a Communications and Engagement Officer to work across Engagement and Storytelling. The Communications and Engagement Officer has day-to-day responsibility for updating and editing all communications channels to support our aim to advance understanding of microbiology and champion the contribution made by microbiology, our members and their work in addressing global challenges.

This will involve day-to-day responsibility for managing incoming content and updating the website, monitoring active and growing social media channels and marketing emails. The postholder will contribute to and support the Communications and Engagement Manager 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

- Support the Society's strategy by producing digital content to help maximise our impact online.
- Work on the digital aspects of communication projects to protect and enhance the reputation of the Society – ensuring that they reflect the vision, mission and values of the Society.

- Work with teams across the Society to ensure a joined-up approach and planning for digital communications across the Society.
- Take responsibility for updating content on the Society's website and associated sites using content management systems and working with colleagues across the organisation to generate ideas for Society sites.
- Support the development of internal knowledge and use of the Society's content management system, establishing a group of website Officers with responsibility for the regular update of content in their work areas.
- Help maintain the Society's active and growing social media communities, as the point-of-contact for social media queries, scheduling content from across the Society, monitoring and responding to social media activity.
- Use knowledge of digital platforms to horizon scan for new social media initiatives and bring recommendations to ensure that the Society is maximising its exposure on social media channels.
- Build, edit and send bulk e-communications, as required. This includes developing knowledge of relevant tools such as *DotDigital* and *SurveyMonkey*.
- Support production and development of the Society's communications, commissioning, editing and structuring content.
- Lead on e-communications analytics, to improve performance of the Society's email marketing.
- Support the analytics (and implementation thereof) emanating from the Society's social media and website.
- Support proofreading of various digital communications.
- Support the management of the Society's house style, brand and visual identity, leading on adherence to the house style across digital communications.
- Maintain relationships with the Society's key stakeholders.
- Work with colleagues to communicate internal and external activities.
- Support the Creative and Brand Lead, researching images and developing digital design assets, such as social media cards.

## **1.4 Knowledge and skills**

### **Essential**

- Degree or equivalent.
- Experience of writing and editing.
- Excellent communication skills both verbally and in writing.
- Ability to time manage effectively.
- Experience of using email campaign tools and content management systems.
- Experience of writing effectively for social media channels.

### **Desirable**

- Knowledge of membership organisations.
- Knowledge of, or interest in, the science of microbiology.
- Experience of multimedia content production
- Experience of using social media monitoring tools.
- Understanding of digital best practice.