



Marketing & Communications Officer

About us

Our vision is for nature and people to thrive in a world inspired by ecology. The British Ecological Society (BES) was the first ecology society to be established anywhere in the world. We are now one of the biggest scientific societies for ecologists, with a membership of over 7,000 across 125 countries.

The successful candidate will become part of a wider staff team seeking to support the ecological community, and to excite and inspire our various audiences at a time when ecology has never been more relevant.

About you

We are looking for an enthusiastic, effortless communicator who appreciates the power of brand, understands the ways of presenting messaging effectively for different audiences, and will help us breathe life into our digital channels with content that resonates.

You will be a confident creative with experience in producing both visual and verbal communications for a broad range of channels including website, email and social. You will be attuned to audience needs and pay attention to user analytics and feedback to continually improve engagement.

About the role

This role within the Policy & Communications directorate gives an energetic, audience-focused individual the opportunity to use their creative flair to support the British Ecological Society's strategic goal of greater collaboration and impact.

Reporting to the Head of Marketing and with the support of the Communications team, this role will transform our digital channels and communications with reactive, creative content that engages and resonates with our audiences.





Key Responsibilities

- Create compelling visual and written content tailored to different audiences across social media, personalised email, web pages and paid search.
- 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.
- Oversee and manage the running of personalised email campaigns and automated email journeys for audiences across the Society.
- Monitor and assess our content performance on a daily basis to make sure our channels are hives of activity and relevance for our audiences.
- Work with the Head of Marketing to develop and deliver cross-organisation campaigns across all channels, such as Ecology Fest in Spring 2025, our brand awareness and membership drive campaign.

Applicants must have the right to live and work in the UK. Successful applicants will need to provide evidence that they have the right to live and work in the UK. The BES is unable to provide visa sponsorship and unable to hire anyone living outside the UK.



Equality and Diversity

We recognise the value in having a diverse workforce, as well as the importance of creating equal opportunities for all. We welcome and encourage applications from people of all backgrounds. We select candidates based on how well they meet the criteria for the role and are committed to ensuring that applicants are treated fairly throughout the recruitment process.

More information regarding Diversity at the BES can be found [here](#) and our Equality and Diversity work can be found [here](#).



BES Staff Benefits

- 25 days annual leave (+1 each year up to a total of 30 days), plus bank holidays and additional festive leave between Christmas and New Year
- Wellbeing programme with regular activities
- Employee Assistant Programme
- Salary sacrifice pension (Employer contribution of 8% and additional individual contribution available)
- Generous training budget (after probation)
- Cycle to work scheme (after probation)
- Season ticket loan

Hybrid Working

BES staff are based at least 3 days per week at our office near Old Street in London. We endeavour to make our new custom-designed office a relaxed environment, with a casual dress-code, ping-pong table, Nespresso machine, and regular social activities.

In July 2023 we launched an exciting trial of the '4-day Work Week', available to all interested full-time staff. Further details can be discussed at the interview stage for successfully shortlisted candidates.

Further information and to apply

Contract: Full-time, 2-year fixed-term contract

Salary: £33,000 per annum

Working pattern: Full-time 35hrs Mon-Fri (working hours during events are subject to requirement) | We are currently running a trial of the 4-day work week; staff can opt to work 32hrs over 4 days each week at no loss of salary

Location: Hybrid | We ask that staff spend at least 60% of their time at our London office

Closing date: 15th May 2024 9:00am

Interview date: 29th May 2024

How to apply

To apply for this vacancy, please click the green button 'Apply for this job' via our recruitment portal to submit:

- Your CV - no more than 2x A4 sides detailing your education, training and work history, as well as any relevant key skills
- A covering letter - no more than 1x A4 side explaining why you wish to undertake this role at the BES
- Share a link to a piece of digital content you have created in a previous role that you think brilliantly communicates an idea or message. You may include a 100 word description of why you believe this content is successful in meeting its audience objectives.
- Your Equality and Diversity information - this voluntary information helps us to assess the diversity of our recruitment and further improve recruitment processes in future. It has no bearing on the success of your application and is not considering as part of the shortlisting process.

