

1. Microbiology Society – Job Description for:

Job title: Promotions and Marketing Intern
Reports to: Promotions and Marketing 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 is one of the largest microbiology societies in Europe with a worldwide membership based in universities, industry, hospitals, research institutes and schools.

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.

Read more about our mission and values at microbiologysociety.org.

1.2 About you

This is an ideal opportunity for an intern to gain marketing and communications experience in the not-for-profit sector. This role offers valuable insight into the workings of a member Society, as well as hands-on learning to help deliver key marketing tasks, including research, communications, delivery, and evaluation.

This role will be to support the Promotions and Marketing Manager in a busy marketing department, delivering on the strategic objectives of the Society, particularly in relation to reinforcing the Society's long-term sustainability and resilience by diversifying income streams, increasing efficiency and ensuring robust governance.

This internship will specifically support the exhibition and sponsorship marketing efforts and assist with journals promotion. This role would suit someone with a desire to support a high-performing team and will provide you with an opportunity to develop transferable skills in project management, communication, networking, problem solving and creative thinking.

1.3 Duties

Reporting to the Promotions and Marketing Manager the intern will have the opportunity to:

- Develop strong working relationships with colleagues across the Society for the efficient delivery of marketing tasks.
- Gain an understanding of how events are put together and the processes required to deliver an event, especially for exhibitors and sponsors.

- Have an opportunity to attend the Society's events, representing the Society and developing networking skills.
- Be part of an effective, high performing and proactive support service for the organisation, promoting the full scope of the Society's activities under the objectives of the strategy.

In addition to the above, the intern will provide support for three core areas of work within Promotions and Marketing:

Exhibition and Sponsorship

You will gain an understanding of the processes involved with exhibition and sponsorship marketing, as well as hands on experience in co-ordinating marketing efforts across the Society events programme.

- You will be supported with CRM training to help administer and process paperwork.
- You will learn about design processes, through working with the Visual and Brand Designer, as well as gain experience in asset development and delivery.
- You will develop your networking and research skills, learning how to source and communicate with industry contacts about exhibiting at our events, suppliers and sponsors.

Administration and research

- You will gain an understanding of GDPR through helping to take responsibility for client data; from data collection and input into the CRM through to analysis and reporting to the Promotions and Marketing Manager, ensuring the Society is fully compliant.
- Work with our CRM system as well as Google Analytics to research basic insights into the membership to support marketing activities.
- Help manage key administrative tasks such as stock ordering, tracking, invoicing and dispatch, and ensuring they are processed in a timely manner.
- Using defined criteria and set work processes, you will be supporting the Promotions and Marketing Manager and the Head of Promotions and Marketing with enhancing project knowledge, including -researching relevant events and activities for the promotion of the Society's work.

Operational

- Working to an established set of criteria, you will have responsibility for delivering assets to promote the Society and its activities across external events and platforms, including regular international events and conferences and copywriting for routine communications via third party channels.
- Working with colleagues across the organisation, support the delivery of targeted and measurable marketing activities using a range of marketing channels such as email, social media and print.

1.4 Knowledge and skills

Essential

- Educated to degree level or equivalent.
- Desire to support a high-performing team to help deliver compelling, measurable marketing campaigns.
- Interest in events, in particular the exhibition and sponsorship process.
- Be able to deal confidently with internal and external contacts.
- Organised and able to set priorities for his/her own work.
- Self-motivated with good time-management and communication skills.
- Strongly motivated to achieve results.

Desirable

- Knowledge of, or interest in, microbiology.