

## Microbiology Society – Job Description for:

Job title: Promotions and Marketing Manager

Reports to: Head of Promotions and Marketing

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](http://microbiologysociety.org).

### 1.2 About you

The Promotions and Marketing Manager will work with the Head of Promotions and Marketing and across the Society to identify, deliver and evaluate an integrated marketing plan for the Society, in line with its strategy to champion and advance understanding of microbiology and its charitable objectives.

The postholder will support the delivery of marketing plans for the full spectrum of the Society's main income-generating activities, ensuring reporting of the impact of sales and marketing campaigns to stakeholders.

The role will lead on the co-ordination and delivery of marketing of the Society's journals portfolio, including the development of the Open Access/Open Science model. The journals portfolio is undergoing a significant shift and the post holder will be a well-rounded marketing professional, with significant knowledge of journals marketing, to help navigate the Society's responses to a competitive environment.

The postholder will contribute to and support the Associate Director Communications, Brand and Marketing 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 marketing reflects the Society's values.

### 1.3 Responsibilities

#### *Strategic*

- Work with the Head of Promotions and Marketing to ensure the Promotions and Marketing team is 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.
- Work with the Head of Business Development and Sales and Heads of Digital Publishing and Journal Development, co-ordinating internal stakeholders to bring together all aspects of journals activity (including content and sales) and use data-driven marketing to maximise opportunities for the promotion of the portfolio.
- Lead on the delivery and development of marketing campaigns and collateral to expand the Society's Open Access/Open Science model in support of journals sales.
- Lead on research to identify new third-party and cross-channel platforms for the discovery and promotion of the Society's journals, to widen awareness of the portfolio and increase submissions.
- Be pro-active in developing and implementing new ideas, working with key-stakeholders to ensure marketing of the journals portfolio and promotion of Open Access/Open Science is incorporated into all Society activities.
- Support the delivery of a coherent, joined up promotions and marketing plan across the Society's activities and events.
- Investigate the Society's existing partnerships to identify opportunities to develop new sales, sponsorship and advertising leads and opportunities, including via digital media.

#### *Operational*

- Working with the Head of Business Development and Sales, support new sign ups to Open Access/Open Science, developing collateral and resources for agents, consortia and other contacts.
- Develop enhanced knowledge of the membership, utilising the CRM and making best use of its functionality, to inform potential marketing opportunities and deliver audience focused campaigns.
- Use enhanced knowledge of the membership to identify opportunities where current networks exist and build a targeted marketing programme to support the Society's income generating and other activities.
- Ensure the ongoing evaluation and ROI for all marketing channels.
- Support the management of the Promotions and Marketing budget, providing input to the budgeting and reforecasting process as required.
- Lead on the management of stakeholder relationships with exhibitors and sponsors supporting the Society's events.

- Work with colleagues across the organisation and other stakeholders to pursue new ways to diversify the Society's income in line with its vision, mission and strategy.
- Where required, represent the Society at scientific and industry events, presenting a professional face of the Society to customers and stakeholders as well as gaining marketing intelligence.

## **1.4 Knowledge and Skills**

### **Essential**

- Educated to degree level or equivalent, preferably with a CIM or IDM qualification.
- Familiarity with the culture of working in a non-profit organisation.
- Demonstrable expertise in formulating and implementing sales and marketing strategies.
- Sales experience, with the ability to influence budget holders.
- Experience in developing, managing and reforecasting budgets.
- Must be able to deal confidently with internal and external contacts.
- Must be able to set priorities for his/her own work.
- Self-motivated with good time-management and communication skills.

### **Desirable**

- Experience of working in membership organisations.
- Knowledge of, or interest in, the science of microbiology.
- Familiarity with the science community.
- Line management experience.