

Microbiology Society – Job Description for:

Job title Digital Engagement Officer
Reports to: Digital Engagement and Communications 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

We are looking for a Digital Engagement Officer to join our friendly and welcoming team, based in central London. This role has day-to-day responsibility for updating and editing the website, intranet, associated sites, social media channels and marketing emails 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.

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, intranet and associated sites using content management systems and working with colleagues across the organisation to generate ideas for Society sites.
- Lead on developing internal knowledge and use of the Society's content management system, establishing a group of website editors 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 specialist 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 of the Society's monthly e-newsletter, commissioning, editing and structuring content.
- Lead on e-communications analytics, to improve performance of the Society's email marketing.
- Write news content for external sites and the intranet, as required and suggest ideas for new content.
- Support proof reading 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.
- Project manage a range of communications for our events programme, specifically our 2022 Focused Meetings series.
- Maintain relationships with the Society's key stakeholders.
- Work with colleagues to communicate internal and external activities.
- Undertake other tasks and activities as required.

1.4 Knowledge and skills

Essential

- Degree or equivalent
- Experience of writing and editing
- Understanding of digital best practice
- Excellent communication skills both verbally and in writing
- Ability to time manage effectively
- Experience of using email campaign tools and content management systems.

Desirable

- Knowledge of membership organisations
- Knowledge of, or interest in, the science of microbiology
- Experience of multimedia content production.