



1. Microbiology Society – Job Description for:

Job title: Promotions and Marketing Officer
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

The Promotions and Marketing Officer will support delivery of the Society's wide-ranging promotional, marketing and sales activities 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.

The role will focus on the promotion of the Society, including its successful events programme, which incorporates our Annual Conference and series of Focused Meetings. It will also provide marketing support for the representation of the Society at third party events. This will involve day-to-day responsibility for data administration, reporting and evaluation, co-ordinating asset production, liaising with suppliers, industry sponsors and exhibitors. In addition the postholder will provide support to the Promotions and Marketing Manager in the co-ordination of marketing of the Society's journals portfolio and the development of collateral to expand the Society's Publish and Read model in support of journals sales.

The postholder will contribute to and support the Promotions and Marketing 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 marketing reflects the Society's values.

1.3 Responsibilities

- Develop a strong working relationship with colleagues across the Society for the efficient delivery of marketing tasks.

- Attend the Society's events and where required, represent the Society at other scientific and industry events, presenting a professional face of the Society to customers and stakeholders.
- Provide support to the Promotions and Marketing Manager and 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.

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

Exhibition sales

- Develop strong relationships with exhibitors and prospects to help support the Promotions and Marketing Manager and the Head of Promotions and Marketing to convert leads into sales and maximise income streams for the Society.
- Building on existing processes, co-ordinate marketing across the Society events programme. This will involve processing booking forms, asset delivery (working with the Visual and Brand Designer), using workflows to help identify industry contacts in support of events and liaising with suppliers, sponsors and exhibitors in a timely manner.

Administration and research

- 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 with GDPR.
- Use the functionality of the CRM and Google Analytics to research basic insights into the membership to support marketing activities.
- 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, support the Promotions and Marketing Manager and the Head of Promotions and Marketing with enhancing project knowledge as well as information about other relevant events the Society can raise awareness at.

Operational

- Working to an established set of criteria, ensure the delivery of 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 Digital Engagement and Communications function and publishing operations, 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.
- Demonstrable expertise in delivering compelling, measurable marketing campaigns.
- Demonstrable sales experience.
- 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.
- Strongly motivated to achieve results.

Desirable

- CIM or IDM qualification.
- Knowledge of, or interest in, microbiology.
- Knowledge of membership organisations.