



Microbiology Society – Job Description for:

Job Title: Member Engagement and Communications Officer

Reports to: Digital Engagement and Communications Manager and Membership Manager

Department: the postholder will work across both Members' Programmes and Communications

Location: 14-16 Meredith St, London, EC1R 0AB

1.2 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

1.3 About you

The Member Engagement and Communications Officer is responsible for supporting the development of the Society's membership activities and resources in support of the microbiology community, working closely with colleagues, external stakeholders and our members.

The postholder will support the delivery of all of Council's strategic objectives, particularly in relation to building communities and helping our members to demonstrate their impact.

Purpose

Reporting to the Digital Engagement and Communications Manager and Membership Manager, and working across the Society, the Member Engagement and Communications Officer will be responsible for contributing to the implementation of activities requiring engagement with members. Over the next five years, the Society's principal goal is to develop, expand and strengthen the networks available to our members so that they can generate new knowledge about microbes and ensure that it is shared with other communities. We want to maximise the involvement of members in Society activities and actively explore the development of mechanisms for greater communication between members.

Duties

The Member Engagement and Communications Officer, working collaboratively across all teams at the Society, will be responsible for the implementation of engagement activities, focusing on bringing the community together online and in person. Working closely with the Membership Manager and Digital Engagement and Communications Manager, the

postholder will work to showcase members' careers, support the development of spaces for member networking and communicate opportunities for members to champion the microbiology that they do through Society-led activities.

Key responsibilities will include (but are not limited to):

Digital engagement and communications activities (50% of the role)

- Working with the Digital Engagement and Communications Manager, support the Society's strategy by producing member-focused digital content to help maximise our impact online and add value for our members.
- Work on the digital aspects of member-led projects to protect and enhance the reputation of the Society – ensuring that they reflect the vision, mission and values of the Society.
- Work with the Membership Manager and Digital Engagement and Communications Manager to ensure a joined-up approach and planning for member-led digital communications across the Society.
- Take responsibility for updating content on the Society's website and associated sites using content management systems and working with colleagues to developing the members area of the Society website, including the Members' Directory, making it a one-stop shop for members to access exclusive internal and external opportunities and network with each other.
- 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 with an emphasis on identifying and supporting our members on these channels.
- Build, edit and send bulk e-communications, as required by the membership team. This includes developing knowledge of relevant tools such as *Dotdigital* and *SurveyMonkey*.
- Support the production of the Society's monthly e-newsletter which is sent to members, commissioning, editing and structuring content. Keeping up to date with the monthly content cycle to stay informed.
- Lead on e-communications analytics, to improve performance of the Society's email marketing and enhance our member offering.
- Write news content for external sites and the intranet as required and suggest ideas for new content with a focus on our members.
- Support proof reading of various digital communications aimed at members.
- Support the management of the Society's house style, brand and visual identity, leading on adherence to the house style across digital communications.
- Ensuring all member engagement opportunities are communicated to all audiences, including contributing to *Microbiology Today* and the Society's digital platforms.

Membership activities (50% of the role)

- Implement activities from the Membership plan that help members to engage with each other and the Society.
- Proactively manage members engaging in Society activities, working across the Society to ensure all opportunities are advertised to members.
- In collaboration with the Membership Manager and Professional Development Manager, provide support and guidance to members carrying out activities on behalf of the Society.
- Build strong and productive relationships with members, Champions, conferences and events delegates, partner organisations and other key stakeholders of the Society.
- Liaise with the Marketing team and the Visual and Brand Designer to raise the profile of the Society through member engagement activities, ensuring that all activities are appropriately branded and deliver optimum outcomes in terms of the Society's strategic aims.
- Appropriately evaluate methods for all member engagement activities and contributing to evaluation reports to determine how future activities could be improved.
- Support the coordination, organisation and promotion of opportunities for members to share experiences and best practices, such as through local and regional networking events.
- Monitor expenditure within the membership budget in collaboration with the Membership Manager.
- Undertake other tasks and activities as required.

1.4 Person Specification

Essential

- Degree in a relevant discipline or equivalent experience
- Minimum of two years' experience of volunteer management
- Ability to build effective relationships with key stakeholders and volunteer scientists engaging in the Society's activities
- An understanding of the unique identity of membership organisations and value of being a member
- Strong organisational skills and meticulous attention to detail
- Outstanding communication, writing and presentation skills
- Ability to work on own initiative as well as being part of a high-performing team
- Excellent administration and customer service skills
- Understanding of digital best practice

- Ability to time manage effectively
- Experience using social media channels and tools, email campaign tools and content management systems

Desirable

- Knowledge of membership organisations
- Knowledge of and/or interest in microbiology
- Experience of content and communications production and planning
- Experience of working with third party suppliers such as website agencies