



Microbiology Society – Job Description for:

Job title: Content and Media Manager

Reports to: Head of Communications and Content

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 Content and Media Manager will be responsible for developing content to support the delivery of the Society's objective to advance understanding of microbiology and champion the contribution made by microbiology, our members and their work in addressing global challenges.

This role will deliver and promote innovative and creative content via videos, audio, blog and other channels. The Content and Media Manager will create engaging content that tells our story through a variety of channels and aimed at audiences including scientists, the media, the public and policy-makers. They will need to be able to work with members to identify great stories and be proficient in communicating complex information using the most appropriate format. This will require skills and experience in developing, producing and editing content across channels.

The successful candidate will have the opportunity to put forward new ideas for digital communication and work with colleagues across the organisation to bring these ideas to life.

The postholder will work with colleagues across the Society and the membership to identify science of media interest and contribute to the delivery of the Society's media plans.

The postholder will contribute to and support the Head of Communications and Content 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 communications reflect the Society's values.

1.3 Responsibilities

Strategic

- To ensure the Content and Media 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.
- Convey in a creative and compelling way the stories and research of our members, as well as research published in our journals.
- Look for new opportunities to present content in innovative ways to appeal to members, the wider scientific community, the media and the public.
- Work across the Society to deliver integrated digital communications – developing engaging and interactive, audience-focused content, particularly audio, video, animation, copy-writing and infographics.
- Working with members to ensure scientific content from a range of sources including journals, events and other research is produced for wider dissemination to media, scientific and public audiences.
- Help explain complicated topics and research in a simple way to appeal to a variety of audiences including the media and the public.
- Ensure the Society's digital communications live up to its values to be welcoming, transparent and professional, affirming our reputation as a friendly, nurturing and approachable community, driven by the experience of a diverse set of members.

Operational

- Develop, produce, deliver and evaluate digital content including video and audio.
- Work with members to identify and highlight stories and case studies for inclusion across communications channels, including video, audio and press releases.
- Work with members to develop their communication skills, providing them with opportunities to produce content for inclusion across the Society's channels, particularly the blog, podcast, video and opportunities with the media.
- Distribute content across channels proactively.
- Write, proof-read and edit text for web stories, blog posts and press releases, briefs and scripts for audio and video production.
- Project manage digital projects from initial brief through to delivery.
- Be able to produce content to deadlines, sometimes with a short lead time, in order to respond to new developments.
- Maintain relationships with the Society's key stakeholders.

1.4 Knowledge and skills

Essential

- Biosciences degree or equivalent.
- Sound working knowledge of audio and video design/production, video editing software and social media analytics.
- Experienced science communicator with an understanding and appreciation of what makes a good story.
- Excellent networking skills.
- Motivated with the ability to work collaboratively building relationships both within the Society and with external key stakeholders.
- Proven organisational and administration skills with the ability to time manage effectively.
- Excellent working knowledge of Microsoft Office applications.
- Excellent written and verbal communication skills with ability to write and edit audience-focused content for different digital channels.

Desirable

- Knowledge of membership organisations.
- Knowledge of media relations.
- Experience of writing press releases.
- Knowledge of, or interest in, the science of microbiology.
- Line management experience.