

## Microbiology Society – Job Description for:

Job title: Media and Research Officer (part time)

Reports to: Content and Media 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](http://microbiologysociety.org).

### 1.2 About you

The Media and Research Officer is a multi-disciplined role, with responsibility for identifying science of media interest across activities 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.

The postholder will develop knowledge of the research activities of members, acting as conduit between their expertise and the media and other audiences. The role involves designing media activity across the society's popular event programme and journals portfolio to support the delivery of the media plan.

As Media and Research Officer, you will play a critical role in engaging our community, the media and the public with microbiology research to maximise its impact. The postholder will manage relationships across the media and will work alongside both internal and external stakeholders to deliver effective media coverage to promote the Society's work and that of our members.

You will source and write content from exciting research activities within our membership and across our journals content. Your storytelling skills will help us explain important microbiology research to a range of audiences through digital channels. Your compelling content will generate increased public interest in the work of our members.

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

### **1.3 Responsibilities**

#### *Strategic*

- Working with members to ensure scientific content from a range of sources including journals, Conference paper abstracts and other research for wider dissemination to media, scientific and public audiences.
- Working with colleagues across the organisation, support the creation of a 'knowledge bank' of expertise, allowing the Society to produce specific content at short notice in response to interest in microbiology from the public, media and policy makers.

#### *Operational*

- Support the development of knowledge of expert members and act as conduit between them, the media and other audiences.
- Identify relevant expertise within the membership and interview members for various channels including media stories, and contribute to videos, podcasts and case studies.
- Identify media opportunities, proactively considering stories to press release from the Society's activities and contributing to horizon scanning to predict topics of media interest and members to contribute over the coming year.
- Provide support to members engaging with the media.
- Contribute to proactive and reactive media communications relevant to microbiology, providing timely responses to queries.
- Develop effective working relationships with media organisations such as the Science Media Centre and work to bridge the gap between these organisations and our members.
- Distribute content to media contacts and channels proactively.
- Write, proof-read and edit (text including press releases and web stories).
- Contribute effective content to other new media activities including podcast and video.

### **1.4 Knowledge and skills**

#### **Essential**

- Excellent communicator and collaborator.
- Experience of communicating complex topics to non-specialist audiences.
- Experience of working in a busy media team, ideally with experience of working with directly journalists and broadcast production teams.
- Experience of writing communications materials including press releases, features, news stories and case studies.
- Experience of or enthusiasm to develop a strong network of external media contacts.

- Excellent working knowledge of Microsoft Office applications.

**Desirable**

- Knowledge of science.
- Knowledge of membership organisations.
- Understanding of how to make scientific research appealing to the media.
- Understanding of public relations.