

## Microbiology Society – Job Description for:

**Job title:** Sales and Marketing Officer

**Reports to:** Sales and Marketing Manager

**Department:** Communications

**Location:** Charles Darwin House, Roger Street, London

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.

Our 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. The impacts from this will drive us towards a world in which the science of microbiology provides maximum benefit to society.

### Purpose

This is a key role in the Communications and Marketing team supporting the Sales and Marketing Manager in the successful delivery of the Society's wide-ranging marketing and sales activities. You will use your experience and initiative to help drive the visibility of the Society in our work to achieve the objectives of our strategic plan 2018-2022, as well as contribute to the commercial success of our programmes. This position will suit someone who is comfortable working independently but can also be a pro-active team player. You will be working closely with colleagues at all levels and will need to engage with Society members and external contacts to effectively co-ordinate marketing tasks.

A self-starter, you must have a proven track record in delivering effective marketing and sales campaigns to deadline and within budget. You will need excellent communication and organisational skills, effective copywriting skills and be able to contribute to weekly marketing meetings using feedback, data and research. An eye for detail is essential as well as the ability to apply common sense and good judgement across projects.

### Duties

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

- Co-ordinate a joined-up marketing approach for all Society events, tracking and managing the distribution of marketing materials, liaising with relevant departments and external groups in a timely and effective manner.
- Develop a strong working relationship with the Sales and Marketing Manager, Heads of Section and relevant Directors and take ownership of key marketing tasks for the Society's key programmes, including publishing, conferences, professional development and membership.
- Develop strong relationships with exhibitors and prospects to help drive the sales funnel for all Society events, using research and customer insight to convert leads into sales.

- Work with the Sales and Marketing Manager to help deliver targeted and measurable marketing campaigns using a range of marketing channels such as email, social media and print.
- Work closely with the Sales and Marketing Manager, Communications team and department heads to help recommend marketing activities to ensure the Society's income-generating activities are appropriately promoted through the organisation's marketing channels.
- Take responsibility for client data; from data collection and input into the CRM through to analysis and reporting, ensuring the Society is fully compliant with GDPR.
- Manage key administrative tasks such as stock ordering and invoices, ensuring they are processed in a timely manner.
- Where required, represent the Society at scientific and industry events, presenting a professional face of the Society to customers and stakeholders as well as gaining marketing intelligence.
- Carry out other duties commensurate with the grade of the post.

## **Person Specification**

### **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