

Job description

Job title:	Communications Executive
Division:	Marketing and Communications
Grade:	A3
Reports to:	Communications Manager
Direct reports and team:	N/A
Size of budget:	N/A
Overall purpose of the role:	To raise the external profile of the Society for Endocrinology, Bioscientifica, and its clients through effective, integrated communications.
Key objectives:	<ul style="list-style-type: none"> • Coordinate an effective schedule of communications to: <ul style="list-style-type: none"> ○ raise the profile Society for Endocrinology and Bioscientifica ○ keep members informed of key Society activities ○ promote the value of endocrinology to policymakers, journalists, patients and the public. • Produce engaging written and visual content for the Society for Endocrinology and Bioscientifica client communications. • Build strong relationships with journalists, Society members and Bioscientifica clients.
Date:	March 2022

Key responsibilities		% of time
Communications	<ul style="list-style-type: none"> • Produce a schedule of regular member email communications for the Society and Bioscientifica clients. • Manage and develop SfE Group and client social media channels. • Update Society and Bioscientifica client websites. Produce engaging written and visual content for the Society's magazine - <i>The Endocrinologist</i> – the Society's blog, and Bioscientifica client communications. 	50%
Media relations	<ul style="list-style-type: none"> • Ensure that all media enquiries are dealt with promptly, effectively and are reported accurately. • Manage the Society media expert list including recruiting new experts. • Build and maintain relationships with media spokespeople, journalists and relevant organisations • Run on-site press office at selected Bioscientifica events. • Work with internal teams to identify newsworthy content from Bioscientifica journals and event abstracts. Write accurate, targeted press releases on endocrine research and practice, and Society/Bioscientifica activities, in collaboration with relevant experts and committees. 	35%

Strategy	<ul style="list-style-type: none"> • Work with the Communications Manager and wider Marketing and Communications team to ensure communications activities meet Group objectives. • Set objectives for campaigns, measure campaign ROI, and use this insight to improve communications tactics. • Seek feedback wherever possible from Society members, and Bioscientifica clients, to inform and develop communications. • Develop knowledge of the learned society industry and best practice in society communications. • Represent the Communications team at internal meetings and external events, as required. 	15%
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Person specification

Skills and experience	
Technical skills:	<ul style="list-style-type: none"> • Ability to write accurate, engaging copy for a variety of audiences • Ability to communicate science for non-scientific audiences through a range of channels • Strong editing and proofreading skills • Good organisational skills with excellent attention to detail • Strong project management skills, with ability to prioritise effectively and multitask • Knowledge of trends and developments in scientific and communications fields and ability to horizon scan • Commercial focus with ability identify opportunities
Experience:	<ul style="list-style-type: none"> • One year of experience in a communications role • Experience of working with a science press office (preferred) • Experience of working within academic or clinical environments (advantageous) • Undergraduate degree in a bioscience subject (advantageous)
Behavioural competencies:	<ul style="list-style-type: none"> • Proactive with the ability to work independently to drive projects forward • Ability to work collaboratively with people with wide-ranging backgrounds and experience, both within and outside the organisation • Highly organised and professional manner with ability to work effectively under pressure • Ability to adapt and improve work based on feedback and/or analysis
Other relevant requirements:	<ul style="list-style-type: none"> • Creative and passionate about medical and scientific communication • Willingness to travel – UK and internationally