

The Physiological Society
Hodgkin Huxley House
30 Farringdon Lane
London EC1R 3AW

15 September 2019

Dear Ms Wallace,

Thank you for considering my application for the position of Multimedia Content Officer at The Physiological Society which I saw advertised on Twitter. I am a creative, driven, and scientifically-minded individual, with four years' experience communicating scientific research in a variety of media and to a number of audiences. I have a PhD in genetics, demonstrating my ability to grasp complex information, and I have training and experience in graphic design, video production and social media management. I believe that these skills, combined with my experience, make me well-suited for the role of Multimedia Content Officer at The Physiological Society.

During the four years I worked as a Research Assistant for a large study, I was solely responsible for designing materials sent out to the 20,000 17-23 year-olds active in the study. This included: the annual newsletter, infographics, 'keep in contact' postcards, study invites, prize draw cards and banners. Furthermore, I managed the social media accounts and enjoyed finding and designing relevant content to post, in order to create an engaged online community. In thinking of new ways to communicate research, I proactively taught myself videography (filming and editing) and attended video editing training. This enabled me to produce a series of short clips, which showed academics communicating their research. These videos are now included in press releases and have been picked up by the media on a number of occasions, reaching up to 200,000 views. See my CV for examples of video clips.

In addition to my experience working as a Research Assistant, I have a year's experience working in healthcare communications. In my roles as account coordinator and account executive, I was responsible for coordinating the design of patient booklets, leaflets and websites for large pharmaceutical companies. This involved managing timelines, briefing designers, providing feedback and following strict branding guidelines to ensure projects were of a high standard and to deadline.

The Physiological Society is a well-respected scientific charity and I believe that I can contribute to enhance its media presence to further engage its large membership of physiologists. Having attended your meetings as a PhD student I feel I would be able to align myself well with the culture of a not-for-profit organisation that is striving to support early career researchers and the wider community of physiologists, as well as the public and school students. The role of Multimedia Content Officer looks to be a really exciting job opportunity and I am confident that I have the skills and enthusiasm to bring new ideas to the team and excel at developing the digital communications channels.

I hope you will consider me seriously for this position and I look forward to hearing from you.

Your sincerely,

Anon