Job Description

Job Title | Digital Communications Officer
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Reporting to | Digital Communications Manager
Location / Type | London | Permanent Full-time
Version | May 2020

About us

The Physiological Society (‘The Society’), a registered charity, brings together over 4,000 members from over 60 countries. Since its foundation in 1876, our Members have made significant contributions to our knowledge of biological systems and the treatment of disease. The Society promotes physiology and supports those working in the field by organising world-class scientific meetings, offering grants for research, collaboration and international travel, and by publishing the latest developments in its leading scientific journals.

Job purpose and background

With primary responsibility for our website, social media and email marketing, the Digital Communications Officer is an integral part of The Society’s Communications Team.

They report to the Digital Communications Manager and supports the Communications team in delivery of The Society’s strategy. The Digital Communications Officer requires strong communication, interpersonal and organisational skills, excellent copywriting and editorial skills alongside a demonstrable ability to manage projects and an ability to adapt communications to different audiences.

Main tasks and responsibilities

The Digital Communications Officer will:

- Work as part of our Communications Team to manage the day-to-day operation of our digital communications channels in support of our strategy.
- Develop our digital channels to improve The Society’s reach across our target audiences.
- Provide support to colleagues across The Society in promotion of our activities, such as our conferences, membership and journals.
- Support the creation of engaging digital content, such as animations, videos and imagery.

Website

- Responsibility for day-to-day management and maintenance of The Society’s website, and act as the primary point of contact for website queries.
- Ensure our website is updated with timely and interesting content in support of The Society’s membership, events and other activities. Digital content such as images and video should be impactful and of high quality, aligning with The Society’s brand.
- Monitor and report on website analytics and traffic trends.
- In line with the evaluation of web metrics, continue to develop the website by utilising engaging digital content, and optimising structure and design in order to provide a high-quality user experience.
- Quickly and efficiently resolve issues with the website, liaising with our web design or hosting companies if required.
Social media

- Responsibility for day-to-day management of our social media channels: Twitter, Facebook, LinkedIn, Instagram.
- Develop our social media presence and ensure our social media channels are populated with engaging content so we maximise potential for exposure.
- Generate digital campaigns to increase engagement with Members and new audiences, including MPs, journalists and the general public.
- Identify and lead the use of novel communication channels to engage with more users.
- Monitor and report on engagement, number of followers and website referrals to inform best practice for post timing and content, and ensure that The Society social media strategy reflects this.
- Act as the primary point of contact for The Society for queries received through social media, ensuring they are quickly and efficiently resolved.
- Manage social media marketing before and during Society events, and evaluate success in terms of event sign up’s and engagement to inform future marketing plans.

Email marketing

- Responsibility for sending out Society newsletters and emails using our mailing platform Mailchimp.
- Working with colleagues across The Society, coordinate content for our email newsletters.
- Manage our email lists, distribution process and building of emails.
- Evaluate email marketing to inform best practice. Carry out A/B testing and monitor engagement (open and click through rates) to advise on successful content and newsletter design.

Digital content creation

- Work closely with the Digital Communications Manager to develop an array of innovative digital content such as animations, videos and images for our digital communications channels.

Key attributes:

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<tr>
<th>Skills</th>
<th>Essential</th>
<th>Desirable</th>
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<tr>
<td>A degree in life sciences and/or a MSc in Science Communication</td>
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<td>X</td>
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<td>A high standard of writing, proofreading and producing material for online publication, with an excellent command of the English language.</td>
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<td>First class IT skills</td>
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<td>Ability to convey information clearly and concisely in an engaging way for the target audience</td>
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<td>A high level of accuracy and meticulous attention to detail.</td>
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<td>Excellent organisational skills</td>
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<td>Excellent communicator, working well with people across the organisation</td>
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<td>Ability to work flexibility and multitask in order to meet deadlines</td>
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<tr>
<td>Creativity. Ability to proactively generate and implement ideas</td>
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<tr>
<th>Experience</th>
<th>Essential</th>
<th>Desirable</th>
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<tbody>
<tr>
<td>Managing social media channels (Twitter, Facebook, Instagram)</td>
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<td>Content management systems and website management</td>
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<td>Using graphic and video editing software (e.g. Photoshop, InDesign, Premiere Pro)</td>
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Job Description

| Knowledge of academic and/or science sector | X |

**Personal characteristics**
- Motivated and resourceful
- Confident and friendly
- Takes pride in a job done well
- Enjoy working in a small team