

# Job Description



Job Title	Communications Manager (Maternity Cover)
Reporting to	Head of Policy and Communications
Location / Type	Hybrid (approx. 2 days/week in London office)   12 month fixed term contract
Version	May 2022

## About us

The Physiological Society ('The Society'), a registered charity, brings together 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 summary

The Communications Manager (Maternity Cover) is responsible for planning, co-ordinating and evaluating our communications deliverables, including leading on messaging and our data-driven marketing approach.

They deliver effective integrated communications plans to promote The Society's membership communications, event marketing, and science communication activities to raise the profile of physiology among the public and key stakeholders.

Through line management responsibility of two communications officers they are responsible for ensuring our all our communications channels feature engaging content to enhance The Society's following and contribute to physiology flourishing.

## Main tasks and responsibilities

### Coordination and strategic improvement

- Work with the Head of Strategy, Policy and Communications to implement The Society's strategic communications.
- Coordinate communications activity across The Society to ensure a coherent and effective narrative to support our core aims. Manage the Communications Grid, project management boards and weekly Communications Coordination meeting.
- Act as a brand champion for The Society to ensure our guidelines are applied consistently across the organisation, ensuring sign-off procedures are adhered to.
- Establish and maintain good networks across partner and external organisations, and good relationships with third party suppliers, for example print and digital design agencies, website, media monitoring providers, database on relevant online support services.
- Agree success metrics for communications campaigns with Head of Strategy, Policy and Communications. Monitor performance across channels and adapt plans and content as required.

### Marketing communications

- Develop and implement marketing communications plans for our membership, events and journals, working closely with the relevant staff teams.

- Identify target markets and value proposition for upcoming activities. Produce successful narrative targeted to specific audiences, ensuring marketing material, including digital and printed content, is high quality and effective.
- Employ a data driven marketing approach to improve effectiveness.
- Manage the production of communications marketing content such as: animations and video; reports; social media graphics; photography/filming during events and activities; other graphics required for channels such as our website.

#### **Raising physiology's visibility**

- Proactively identify creative opportunities to deliver our vision of physiology flourishing through promotion of the discipline and The Society through channels such as the media and working with other organisations.
- React quickly to current events, with the right content on the right channels at the right time.

#### **Innovative content**

- Responsibility for the planning, development and delivery of innovative, timely, accurate and high-quality content across all our communications platforms (social media, website, emails, print) with, for example, short explainer videos, animations, social media graphics, etc.
- Manage creative communications projects, such as our podcast.
- Monitor communication trends and consider innovative new projects/approaches so that The Society delivers sector-leading digital communications.
- Ensure our communications meet the needs of our target audiences and regularly evaluate reach and impact.

#### **Physiology News**

- Act as the link with the *Physiology News* Editorial Board, working with the Communications Officer to manage content and deliver issues on time.

#### **Line management**

- Responsibility for line management of the Communications Team (currently 2 officers).

#### **Key attributes:**

#### **Education, qualifications, knowledge**

- A degree in a bioscience discipline is desirable
- Minimum of three years' experience in media and communications and be able translate complex scientific issues into plain English

#### **Skills**

- Creative and innovative thinker
- Proficient in video editing and knowledge of different video formats and their makeup. Proficient in the use of photography and video filming equipment and associated software required for editing photographs and video footage.
- Excellent organisational skills
- Meticulous attention to detail
- First class IT skills

- Highly skilled in using creative/design software for example Adobe Premier Pro, InDesign and Photoshop

### **Experience of**

- Managing projects
- Delivering multi-channel digital communication campaigns
- Filming video and audio recording
- Content management systems, social media and website management
- Dealing with senior scientists is desirable
- Working in the life sciences sector is desirable
- Working with design agencies and artwork
- Line management

### **Ability to**

- Think strategically and problem solve
- Juggle a variety of tasks
- Generate and implement ideas
- Convey complex issues to a variety of audiences
- Meet deadlines under pressure
- Plan and prioritise work

### **Personal characteristics**

- Motivated and resourceful
- Courteous and diplomatic
- Confident and friendly
- Takes pride in a job done well
- Enjoys working in a small team and cross departmental