

Job description

Job title:	Communications Executive
Division:	Marketing and Communications
Grade:	Wider team
Reports to:	Head of Marketing & Communications
Direct reports and team:	N/A
Size of budget:	N/A
Overall purpose of the role:	To drive member engagement for the Society for Endocrinology, through transparent communication of Society initiatives. To manage the Society's media relations.
Key objectives:	<p>Coordinate an effective schedule of communications to:</p> <ul style="list-style-type: none"> ○ keep members informed of Society activities ○ promote transparency in Society grant awards and Committee appointments by clearly communicating these processes to members ○ promote and raise awareness of the value of endocrinology to journalists, patients and the public ○ help to raise the profile of the Society for Endocrinology.
Date:	September 2024

Key responsibilities		% of time
Communications	<ul style="list-style-type: none"> • Produce a schedule of regular member email communications for Society members. • Manage and develop SfE Group social media channels. • Produce engaging written and visual content for the Society's magazine – <i>The Endocrinologist</i> – and our blog. • Update the Society for Endocrinology member website, and our public facing website: You and Your Hormones. 	75%
Media relations	<ul style="list-style-type: none"> • Ensure that all media enquiries are dealt with promptly, effectively and are reported accurately. • Build and maintain positive relationships with media spokespeople, journalists and relevant organisations. • Manage the Society media expert list including recruiting new experts. • Act as a press officer at selected Society and/or Bioscientifica events. 	15%

<p>Strategy</p>	<ul style="list-style-type: none"> • Collaborate with colleagues in the delivery of communications activities to meet SfE Group objectives. • Set objectives for campaigns, measure campaign ROI, and use this insight to improve communications tactics. • Seek regular feedback from Society members, to inform and develop communications. • Develop and apply knowledge of the learned society industry and best practice in society communications. • Represent the Communications team at internal meetings and external events, as required. 	<p>10%</p>
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Skills and experience	
<p>Technical skills:</p>	<ul style="list-style-type: none"> • Proficient in writing accurate and engaging copy for a variety of audiences. • Strong editing and proofreading skills. • Robust project management skills and ability to prioritise effectively and multitask. • Ability to communicate science for non-scientific audiences.
<p>Experience:</p>	<ul style="list-style-type: none"> • Proven experience of working in a communications, marketing, or other similar role. • Skilled in utilising social media within a business setting. • Proven experience/or knowledge of working with a science press office or similar environment.
<p>Behavioural competencies:</p>	<ul style="list-style-type: none"> • Ability to engage and build relationships with both internal and external stakeholders. Work proactively and independently to drive projects forward. • Solid organisational skills with exceptional attention to detail • Conducts self in a professional manner with members, colleagues and other stakeholders. • Ability to adapt and improve work, based on feedback and/or analysis. • Flexible and adaptable to changing business needs, working well during busy periods.
<p>Other relevant requirements:</p>	<ul style="list-style-type: none"> • Willingness to travel (predominantly in the UK, but some international travel may be required).