



International Society of Ultrasound in Obstetrics and Gynecology (ISUOG)

Job description: Director of Communications and Engagement

Responsible to:	Chief Executive Officer
Staff liaisons:	SMT, Marketing Manager, Journal, Education, Operations, Communications & Engagement and Finance & Resources team members
Staff Responsibilities:	Membership Engagement Manager, Digital Communications Coordinator, International Projects Officer, International Development Consultant
Status:	Permanent, 5 days (37.5 hours) per week
Salary:	£60,000 - £65,000 per annum (dependent on experience), plus benefits
Location:	ISUOG House, 122 Freston Road, London W10 6TR and / or working remotely from home due to Covid-19 precautions

Job context

The International Society of Ultrasound in Obstetrics and Gynecology (ISUOG) is a highly respected professional membership organisation across 140 countries, comprised primarily of clinicians who are ultrasound experts in the field of obstetrics and gynecology. The Society includes obstetricians and gynecologists, trainees, medical doctors, scientists, sonographers, midwives and other health professionals who work to advance women's health and well-being globally. Our mission is to improve women's health through the provision, advancement and dissemination of the highest quality education, standards and research information around ultrasound in obstetrics and gynecology. This is achieved through education and training, programmatic initiatives and advocacy.

Job purpose

As a member of the Senior Management Team you will support the Chief Executive Officer in providing a robust, comprehensive and proactive communication and engagement service across our Society and lead our membership, outreach, advocacy and fundraising efforts. Overall your high calibre leadership skills will enable you to deliver our priorities in partnership with a wide range of stakeholders, both internally and externally. You will lead on membership, outreach, advocacy and fundraising and provide a deep sense of engagement and a sense of community within our Society.

Main duties and responsibilities

- Communication
 - Undertake a communications audit and develop and implement a comprehensive organisation-wide communication strategy;
 - Ensure the integrity and impact of ISUOG's communication messaging;
 - Oversee content and updating of ISUOG's communication channels, including the website;

- Proactively develop and manage media and PR activities and opportunities to strengthen our global profile as a leader in our speciality;
- Work with the Senior Management Team to produce ISUOG's Annual Report;
- Ensure effective communication of high impact clinical and research information;
- Ensure the highest quality of communications across all activities.
- Membership engagement and regionalisation
 - Working with the Membership Engagement Manager, implement the findings of the Membership report and create a stronger sense of community and engagement;
 - Oversee membership services and engagement and ensure continued membership growth and retention;
 - Increase attendance at events, both on-site and virtual;
 - Ensure that ISUOG's members, customers and contributors, and all other stakeholders are kept up to date with ISUOG's activities through its newsletter and social media and any other communication channel;
 - Develop opportunities to increase membership and engagement.
- Outreach / international development
 - Working with the International Projects Officer, implement a comprehensive range of Outreach activities supporting the lower resourced countries and monitor its effectiveness;
 - Working closely with the Education team, offer discounted or free educational resources to benefit lower resourced communities;
 - Ensure ISUOG is offering opportunities for member engagement through Outreach.
- Global, regional and national advocacy
 - Using your knowledge and expertise in our speciality, develop and implement a comprehensive advocacy strategy to influence global and regional outcomes;
 - Working closely with the World Health Organization, the United Nations and other international bodies, help support the wider women's health agendas of reducing maternal mortality and morbidity;
 - Influence the national curriculum of our speciality in lower resourced countries.
- Fundraising
 - Working with the International Projects Officer, lead our strategy with philanthropic foundations in order to create a new income stream to fund Outreach;
 - Develop sponsorship opportunities to build partnerships with industry and raise new funds for Outreach.
- General
 - Compliance with ISUOG policies
 - Development of positive relationships with stakeholders
 - Performance of other duties as necessary, which are reasonable, to meet the needs of the organisation
 - Commitment to the organisation's aims and values

This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post-holder is expected to perform. The job description will be reviewed regularly and may be changed in light of experience and in consultation with the post-holder.

Person specification:

Attributes	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> ▪ Good honours degree in Communications 	<ul style="list-style-type: none"> ▪ Science background ▪ Further degree
Experience	<ul style="list-style-type: none"> ▪ Broad and deep experience in a senior communications role ▪ Advocating and influencing global agendas ▪ Generating income from philanthropic grants ▪ Managing international Outreach work 	<ul style="list-style-type: none"> ▪ Working with international committees ▪ Working with medical professionals ▪ Working with the WHO or UN
Knowledge & Skills	<ul style="list-style-type: none"> ▪ Exceptional communication skills (written and verbal) across different cultures / professions ▪ Ability to manage a varied and unpredictable workload ▪ Relationship building ▪ Accuracy and attention to detail ▪ Writing news / reports ▪ Science / health communications ▪ Advanced knowledge of communications media (web, social media, blogs etc) 	<ul style="list-style-type: none"> ▪ Other languages (particularly Spanish, Mandarin, French or Portuguese) ▪ Website content management ▪ Familiarity with research methods
Personal Qualities	<ul style="list-style-type: none"> ▪ Personable and approachable ▪ Dynamic and well organised ▪ Flexible and team orientated ▪ Good initiative ▪ Cultural awareness and sensitivity ▪ Willingness and availability to travel occasionally throughout Europe and globally 	
Motivation & Expectations	<ul style="list-style-type: none"> ▪ Committed to ISUOG's values ▪ Desire to contribute ▪ Awareness of and interest in issues in global public health / women's health ▪ Open minded with a commitment to diversity ▪ Willing to take responsibility for personal and team goals and accountabilities 	