

International Society of Ultrasound in Obstetrics and Gynecology

Job Description: Marketing Officer

| | |
|--------------------------------|--|
| Responsible to: | Director of Communications and Marketing |
| Staff Responsibilities: | None |
| Status: | Permanent |
| Location: | London, W10 |
| Hours: | 35 hours per week, Monday to Friday, 9.00 am to 5.00 pm. The nature of the work is such that employees may be required from time to time to work outside the hours stated or from locations outside the UK |
| Salary: | £23,000-27,000 per annum depending on skills and experience |

Role summary

You will be responsible for providing support to the implementation of ISUOG's marketing and communications plan, strengthening ISUOG's recognition, influence and reputation internationally and sourcing new promotional and partnership opportunities. This includes developing communications strategies to engage with the public and professionals and following up with relevant task forces and stakeholders via the website, social networks and other media as appropriate.

You will also co-ordinate the delivery of approved courses internationally and engage with current and potential partnerships for education and promotional activities.

Purpose of the role:

1. To work in line with ISUOG's strategic plan to develop recognition, influence and reputation internationally: increase number of members, partners, approved courses and increase the use of ISUOG's resources and activities
2. To co-ordinate the delivery of approved courses internationally, engage with organisers to promote ISUOG's activities and resources, monitor and report.
3. To support the development of partnerships with approved courses, international events and relevant societies and institutions to offer ISUOG's resources
4. To support ISUOG's membership development programme and the promotion of educational activities, journal and resources through this work.
5. To establish communication strategies to engage public and professionals
6. To strengthen ISUOG's brand

Responsible for:

- **General – quality assurance**
 - Maintaining quality of own workload on a day to day basis
 - Constantly improving quality of service for ISUOG members and stakeholders
 - Working with the Director of Communications and Marketing and Director of Operations to improve and develop appropriate systems of working for membership and marketing.
 - Reporting according to relevant KPIs.

- Developing a proactive and results-driven culture within the team, whilst promoting a collaborative approach to working with internal departments.
- **Support the implementation of ISUOG's marketing and communications plan**
- To support the Director of Communications and Marketing to ensure the highest quality of all ISUOG communications and alignment with the organisational vision and mission and to implement the marketing plan.
- To support the Director of Communications and Marketing to produce the annual report and annual review of the Society.
- To support the promotion of the Society, its Journal and educational resources, events, activities, membership and Outreach.
- To improve and develop promotion of ISUOG benefits and services through the CMS web services.
- Developing and implementing the Society's marketing and promotion plan and sourcing new promotional opportunities including content for email campaigns, Facebook, direct mailings and the ISUOG's newsletter
- To work across the events, education and journal teams to ensure communication of the benefits of the Society is coherent and current.
- To upload material to the website(s), social media pages, online libraries and marketing department databases
- To produce marketing materials and literature, such as web content, direct emails or newsletters, brochures, patient information and press releases
- To strengthen ISUOG's brand, being a brand guardian for the Society, updating and developing the brand guidelines, supporting the implementation of brand-related activities, developing brand awareness
- To liaise with designers, printers and other providers
- To produce and assist with PowerPoint promotional material and ISUOG presentations
- To coordinate translations of resources as needed
- **To support the development of educational and promotional partnerships**
- To coordinate ISUOG's approved course programme, send presentations and promotional materials, engage with potential and current partners and with faculty to promote ISUOG's activities and resources. Monitor and report.
- To identify opportunities for promotion in related events and with potential and current partners and ensure ISUOG branding and the promotion of resources and activities.
- To grow ISUOG's partnerships and increase the Society's profile internationally
- **To establish communication strategies to engage public and professionals**
- To engage with the patient information task force to develop patient information leaflets.
- To write and proofread copy
- **To support ISUOG's annual World Congress and other events as required**
- **To carry out other duties as necessary to meet the needs of the Society**

Person Specification:

| Attributes | Essential | Desirable |
|------------------------------------|---|---|
| Qualifications | <ul style="list-style-type: none">▪ Good first degree, minimum 2:1 | <ul style="list-style-type: none">▪ Membership and marketing background▪ Further degree (communications and/or marketing) |
| Experience | <ul style="list-style-type: none">▪ Minimum 2 year in a <u>relevant</u> role▪ Organising own workload▪ Creating and implementing quality processes▪ Implementing marketing campaigns▪ CRM / CMS / Website projects | <ul style="list-style-type: none">▪ Working for a membership organisation▪ Living / working / travelling overseas▪ Experience of small team environment▪ Science / health communications▪ Reporting on KPIs▪ Developing partnerships |
| Knowledge and skills | <ul style="list-style-type: none">▪ Accuracy and attention to detail▪ Exceptional communication skills (written and verbal)▪ Ability to manage a varied and unpredictable workload▪ A good level of IT literacy including MS Office suite, PPT, Adobe, survey monkey▪ Social media and digital communications | <ul style="list-style-type: none">▪ Other languages▪ Proof reading▪ Writing copy / news / reports▪ Relationship building▪ Video editing |
| 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▪ Proactive and autonomous▪ Customer-orientated▪ Commercially savvy | |
| Motivation and expectations | <ul style="list-style-type: none">▪ Desire to contribute▪ Awareness of and interest in issues in women's health▪ Open minded with a commitment to diversity▪ Willing to take responsibility▪ Willing and available to travel overseas on occasions. | |