### Job title: Senior Marketing Executive

### Reports to: Head of Marketing, Communications and Membership

### Working hours and location:
- 35 hours per week (full time).
- Remote working and flexible working arrangements can be discussed.
- Headquarters in Bristol, UK with a second base in Brussels, Belgium.

### Overall purpose of the role:
- Actively support the planning, co-ordination and delivery of ESE’s marketing, communications, and membership engagement activities for all ESE stakeholders.
- Actively support the planning, co-ordination and delivery of ESE’s marketing and communications to all stakeholders for all of ESE’s events including the European Congress of Endocrinology (ECE). (ECE marketing activity is currently run in liaison with ESE’s Professional Congress Organiser.)
- Ensure that all activities under the Senior Marketing Executive remit are delivered to an excellent standard, and in line with ESE’s strategy.

### Date: 22 August 2023

### Key responsibilities

#### Strategic:
- Support the Head of Marketing, Communications and Membership with developing and delivering marketing and communications plans to meet ESE Membership and Marketing/Communications objectives, including Member engagement, retention and growth Congress and Event attendance.

#### Operational:

##### Membership Engagement:
- Assist with development of membership marketing and communications plans.
- Implement and deliver agreed marketing plans and activities.
- Collate and write content for email campaigns, social media, and other communications.
- Build emails, social posts and digital newsletters to deliver campaigns.
- Support membership renewals marketing and communication plans and activities.
- Support membership recruitment and prospecting marketing and communication plans and activities.

##### Event Marketing:
- Assist with development of event marketing and communications plans.
- Support roll-out of marketing plans; branding; social media activity.
- Support of marketing activities for ESE’s annual congress (currently in liaison with ESE’s Professional Congress Organising service provider): development and roll-out of marketing plans, communications, materials, slides, design, ESE stand etc.

##### Publications:
- Support the collation and checking of content for ESE’s tri annual member magazine and early career magazine, event reports, annual reviews, and other publications.
- Help develop ESE’s digital presence for key publications.
- Collate and write content and implement social media campaigns for ESE’s publications.

##### Committees and Communities:
- Prepare data and content to support committee activities.
- General logistical support for Committee meetings (three key committees): planning of meetings, preparation of agenda, papers and minutes.
- General support for ESE’s growing number of Communities: general administration, communication, and marketing and other related activities.

Website, Social, Digital:
- Develop content and update the ESE website.
- Assist with content collation, curation, posting and management of ESE’s social media channels.
- Input into the planning and implementation of activities and initiatives to increase ESE’s digital presence and engagement with members and other key stakeholders.

Other Outreach:
- Assist with developing and delivering marketing and communication plans for ESE’s Policy and Advocacy work including Awareness Day(s).
- Assist the Head of Marketing, Communications and Membership to run the ESE Media office, prepare and issue press releases and news releases and liaise with media and experts as required.

General:
- Support the wider Marketing and Membership Team activities in peak periods as needed.
- Promote ESE at events including at ESE’s annual congress.

Financial:
- Ensure that all activities are delivered within the agreed budget.
No direct budget responsibility.

**Skills and experience**

**EXPERIENCE**
- A background in marketing or communications essential and experience in a marketing or communications role for a membership organisation or in a science communication role desirable.
- Relevant formal qualification/s desirable.
- Experience of working in life sciences or associations preferred but not essential.
- Strong written and verbal communication skills in English essential.
- Experience in using email programmes for marketing (e.g. Dot Digital, MailChimp) essential.
- Experience in creating written and image content for business social media platforms essential.
- Experience in PR is desirable.
- Experience in a marketing or communications role for a membership organisation or in a science communication role desirable.

**PERSONAL**
- Detail orientated, strong organisation skills and the ability to see activities to conclusion essential.
- Excellent interpersonal and teamwork skills along with a proactive, ‘can-do’ approach, and able to be resilient under pressure.
- Be highly organised and able to plan, prioritise and deliver tasks.
- Be able to collaborate with a team of various disciplines or work independently as required.
- Be enthusiastic, positive and proactive.
- Be a strong relationship builder.
- Can think ahead – anticipate and solve day-to-day problems before they arise.

**Other relevant requirements**
- Flexibility to work outside of office hours if needed.
- Travel is required as part of this role; willingness and ability to travel mainly, but not exclusively, in Europe, and occasional travel at weekends or bank holidays.