

The Biochemical Society - Proposed Job Description for:

Job Title	Head of Marketing & Communications
Reports to	Director of Publishing
Department	Marketing & Communications
Location	Charles Darwin House, Roger Street, London

Overview

An exciting position has become available for a Head of Marketing & Communications to lead the Biochemical Society/Portland Press' marketing and communications activities, building engagement with a wide variety of stakeholders and partners. You will work creatively to develop and deliver strategies to grow the profile and reputation of the Biochemical Society and its wholly-owned subsidiary, Portland Press. Using your initiative, you will recommend, lead and implement marketing & communications activities across the organization in line with Portland Press/Biochemical Society strategy, to maximize impact and return on investment. This will include guiding top-level decision making and Biochemical Society/Portland Press strategy in addition to ensuring delivery against KPIs.

Strategic thinking, excellent communication skills, an ability to build strong relationships and manage change effectively are key to the role.

Key accountabilities

- Strategy and planning
 - ❖ Lead the development and ensure implementation of, the organizational marketing and communications strategy, building effective engagement with all Biochemical Society/Portland Press audiences
 - ❖ Develop effective multi-channel approaches to reach key audiences and deliver targeted outcomes
 - ❖ Prepare annual budgets monitor operational and financial efficiency
 - ❖ Ensure effective promotion of Biochemical Society/Portland Press products and services in collaboration with colleagues across the organization
 - ❖ Ensure effective communication of organizational brand values and goals
- Product management and quality control
 - ❖ Ongoing development and review of procedures and processes to deliver a high-quality, cost-effective service
 - ❖ Ensure delivery of, processes, tools, metrics, initiatives, infrastructure and technology that support organizational marketing & communications strategies
 - ❖ Develop a marketing & communications governance process to ensure consistent messaging and adherence to brand standards
- Business acumen
 - ❖ Contribute to development and launch of new products and services in support of Portland Press/Biochemical Society in collaboration key stakeholders across the organization
 - ❖ Maintain awareness of the marketing and communications best practice and trends
 - ❖ In collaboration with colleagues, maximize opportunities for the Biochemical Society and Portland Press
- Community network
 - ❖ Develop effective internal and external stakeholder relationships throughout the organization and our community, to maintain awareness of trends in the life science sector and contribute to the collaborative agenda of the Biochemical Society/Portland Press
 - ❖ Contribute to growing and maintaining the international profile and reputation of Portland Press and the Biochemical Society
 - ❖ Contribute to organizational strategic initiatives that support key scientific and community priority areas

- ❖ Represent Biochemical Society/Portland Press as required
- People management and development
 - ❖ Lead and motivate the marketing and communications team, creating and maintaining a culture of continuous improvement
 - ❖ Ensure that team members are well informed about organizational activities and opportunities, financial and business plans
 - ❖ Coach, motivate and manage performance of staff

Key knowledge and skills

- Qualified member of the CIM or equivalent
- Demonstrable knowledge and understanding of marketing for academic publishing audiences required; experience of working with learned society audiences would be an advantage
- Proven track record in developing and delivering strategic and tactical marketing and communications plans in line with current best practice
- Experience in budget setting and management to maximize ROI
- Ability to deal confidently with internal and external contacts of all levels of seniority
- Sound business acumen, demonstrable negotiation skills
- Proactive approach to problem-solving
- Embraces change with a positive attitude
- Excellent communication skills, both oral and written
- Commitment to excellent customer service and demonstrable skill in responding to customer needs
- Significant experience of staff management including recruitment, training, supervision, motivation and development