

**Job Description: Events & Marketing Officer**

**Salary:** £28,000

**Contract:** Full-time

**Purpose of the Role**

The Events & Marketing Officer will be responsible for delivering day-to-day event logistics, supporting the Annual Scientific Meeting, playing an active role within the BMUS committee structure, and delivering high-quality print and digital marketing to promote BMUS events, activities and membership.

**Key Responsibilities****Event Delivery and Logistics**

- Deliver the BMUS Study Day programme, including venue sourcing, registrations, delegate payments, communications, sponsorship management, Course feedback, CPD Certificates and speaker liaison.
- Arrange event materials and attend study days to run the events as required.
- Ensure BMUS is suitably represented at external conferences and exhibitions, including but not limited to SRT, UKIO and AEPU.
- Support the delivery of the Annual Scientific Meeting, including the educational programme, call for papers, microsite, signage, marketing and website updates, and Winter Ball arrangements.
- Attend the Annual Scientific Meeting and support the delivery of the conference.

**Committee and Stakeholder Support**

- Play an active role within the BMUS committee structure.
- Support the Education Committee and attend PSG meetings as required.
- Work closely with the President Elect
- Produce reports and updates for the committees to aid them in their work

**Marketing and Communications**

- Deliver print and digital marketing for BMUS events and activities.
- Produce and coordinate content for *BMUS News* and *Ultrapost*.
- Update BMUS social media content and promote the work of BMUS
- Undertake design work using Canva.
- Keep news and events webpages up to date.
- Deliver content for Medical Ultrasound Awareness month and World Open Access Months

**Education and Digital Learning**

- Support the delivery of BMUS digital and online educational content.

- Collaborate with Events and Education Officer to develop the BMUS Education Learning Package and CPD portal.

#### **General Responsibilities**

- Update and maintain the BMUS website.
- Support the ongoing growth and development of BMUS and promotion of membership.

#### **Person Specification: Events & Marketing Officer**

##### **Essential**

- Experience of planning and delivering events, including logistics, registrations and delegate communications
- Experience in managing administrative processes such as bookings, invoicing and payments
- Experience of delivering print and/or digital marketing, ideally within a membership, education or charity setting
- Strong written communication skills, with the ability to produce clear, engaging content for newsletters, websites and marketing materials
- Experience of working with multiple stakeholders, including speakers, sponsors, suppliers and committees
- Strong organisational skills with the ability to manage competing priorities and deadlines
- Good attention to detail, including proof-reading and quality control
- Confident IT skills, including websites, databases and Microsoft Office (or equivalent)
- Willingness to attend events and meetings outside normal office hours on occasion

##### **Desirable**

- Experience of working in a professional membership organisation, charity or healthcare-related environment
- Basic design skills and experience using tools such as Canva
- Experience supporting conferences, exhibitions or gala dinners