

THE BRITISH MEDICAL ULTRASOUND SOCIETY

Job Description

Job Title: Marketing and Events Co-ordinator.

This role requires attendance at events across the country, these can be both a weekday or at a weekend. Plenty of notice is given for the attendance at these events and any additional time worked is given back as time in lieu.

Salary: £12,721 pro-rata (21 hours) / £16,962 pro-rata (28 hours); (£21,203 WTE).

Working hours: 21 hours, however depending on the end of the pandemic and the return to face to face events the role will eventually increase to 28hrs per week. These hours will be worked predominantly Monday – Friday.

Location: mixed home-based working and office based. Initially you will be expected to work 1 day a week in the office with the remainder remotely, rising to two 2 days in the office when the hours increase to 28 hours.

Reports to: BMUS Development Manager.

Job Purpose

1. To be responsible for the delivery of the BMUS face to face Study Day Programme
2. To support the Development Manager in delivering the BMUS Webinar Programme
3. To deliver and develop digital marketing through a number of platforms
4. To support the delivery of the Annual Scientific Meeting
5. To be a proactive member of the team and contribute to furthering the Society's charitable aims
6. To support the Society's committee structure and meetings
7. Support the Development Manager with design work for Marketing Campaigns

Duties and Responsibilities

- 1. To be responsible for the delivery of the BMUS face to face Study Day Programme. This will include but not be limited to;**
 - a. Source suitable venues for the programme and manage the contract with the venue
 - b. Communications with speakers and delegates to ensure smooth running of the event
 - c. Build event booking module for website, keep this up to date
 - d. Market the event in print and digital media
 - e. *Ensure all delegates are properly registered and have fully paid*
 - f. On the day manage *delegate registration*, speaker greeting and venue liaison.
 - g. Post event collect course feedback digitally
 - h. Manage the Events Assistant in the performance of their duties in relation to Study Days
- 2. To support the Development Manager in delivering the BMUS Webinar Programme**
 - a. Record, edit and produce content for the webinar programme

- b. Alongside the Development Manager support the delivery of both pre-recorded and live content.
 - c. Create a plan to market the events in print and digital media
 - d. Keep the Webinar Library and Webinar Registration areas up to date on the website
 - e. Liaise with the BMUS Office Administrator / Events Assistant around delegate bookings and communicating with delegates
 - f. Post event collect course feedback digitally
- 3. To deliver and develop digital marketing through a number of platforms**
 - a. To support the promotion and marketing of all the societies activities, strategic aims, policies and procedures
 - b. Contribute proactively to designing marketing plans and promotional campaigns
 - c. Use BMUS Social Media Platforms and website to support BMUS Marketing and Promotional Campaigns
 - d. Work with the Development Manager to produce the weekly E-Newsletter
 - e. Work with the Development Manager to produce the quarterly BMUS Newsletter.
 - f. To keep the BMUS website up to date.
- 4. To support the delivery of the Annual Scientific Meeting**
 - a. *Be responsible for delegate online registration process, including being the main point of contact for delegates.*
 - b. *Manage the payment process for delegates registering, ensuring all are invoiced and pay before the event.*
 - c. Manage the registration process at the face-to-face event.
 - d. *Ensure each delegate receives the correct registration details and pack information on arrival at the event.*
 - e. *Manage on the day bookings and payments.*
 - f. Work with the wider team to ensure the website contains up to date and relevant information
 - g. Work with the wider team to ensure that the event runs smoothly.
 - h. Work with the Development Manager on the delivery of the Annual Gala Dinner.
 - i. Take on additional roles to support the ever-changing nature of this event.
 - j. Manage the Events Assistant in the performance of their duties in relation to the ASM
- 5. To be a proactive member of the team and contribute to furthering the Society's charitable aims**
 - a. Work with the Development Manager and the wider team to continue to improve the Benefits of BMUS membership.
 - b. Create Marketing Plan to support the promotion of BMUS Aims, Objects, achievements, events and the benefits of membership.
 - c. Write copy for all forms of media to support the marketing plan
- 6. To support the Society's committee structure and meetings**
 - a. Organise, distribute agendas and supporting paperwork, and attend meetings for the groups that are assigned to you. Take notes and ensure actions are delivered in a timely manner.
 - b. Support the Development Manager with the work of the Clinical Interest Groups
- 7. Support the Development Manager with design work for Marketing Campaigns**
 - a. Work with the BMUS Development manager on visual designs for social media, print media and the website to promote events, aims, achievements and member benefits.
 - b. Proof read copy written by other members of the team.

8. The post holder is expected to work the hours necessary for the proper and efficient performance of the duties of the post. The post holder will occasionally be expected to perform duties outside of normal working hours including travel, evening conference calls and/or workshops and overnight stays in other UK locations.
9. This job description is intended as an outline of the responsibilities and may be amended in consultation with the post holder in the light of changing needs of the organisation.

Tasks highlighted in Italics will move to a different post in the fullness of time as the team increases in size following the pandemic.