



Pulmonary Vascular Research Institute

# Recruitment Pack

## Marketing Officer



# About the PVRI

The PVRI is a small charity with an international reach and an important purpose: to reduce the global burden of pulmonary vascular disease (PVD).

Our particular focus is pulmonary hypertension (PH), a serious condition which can lead to heart damage and trigger symptoms like breathlessness, chest pain or discomfort, fatigue, poor growth, fainting and light-headedness. PH can reduce both quality of life and length of life. It's estimated that it affects 1% of the global population, yet it isn't widely recognised, or well-understood.

The PVRI brings together a global network of doctors, researchers, regulators, and corporate partners to improve care and raise awareness of PH and PVD. Together we deliver a range of activities:

- international conferences
- an academic peer-reviewed journal, Pulmonary Circulation
- e-learning, including regular webinars and community calls, featuring the latest in PH and PVD research, and a range of online learning materials
- an Innovative Drug Development Initiative (IDDI), made up of eight Workstreams: international groups that are working to address the most urgent challenges in PVD research and the development of effective treatments
- a network of Specialty Task Forces working to advance understanding and improve practice in different aspects of PH
- regional Task Forces, working to improve PVD care and address the most pressing needs of clinicians and patients in their regions.

You can find details of all these activities on our website [pvrinstitute.org](http://pvrinstitute.org).

# About the role

You will work within a small and friendly staff team reporting to the Head of Comms and Marketing. You will also develop relationships with our global professional membership (particularly those delivering our e-learning events), our Board, committees and partner organisations around the world.

Our global membership of scientists, researchers, doctors, pharmaceutical companies, drug regulators, healthcare practitioners, patients and family members spans over 100 countries. Many of our members are global experts, leading the way in pulmonary hypertension research and development. Your role is vital in ensuring they are informed about the latest developments and learning opportunities, and that they're valued for their contributions to the PVRI.

No two days are the same. One day, you might be writing content for our website and social media channels, and the next, you might be welcoming respected speakers and attendees from over 30 countries to a scientific webinar.

To truly achieve our vision of reducing the global burden of pulmonary vascular disease, we need to use digital marketing techniques to expand our membership and increase participation, particularly in low-income countries and among early-career professionals. Working with the Head of Comms and Marketing, you'll play a key role in helping us achieve this goal.

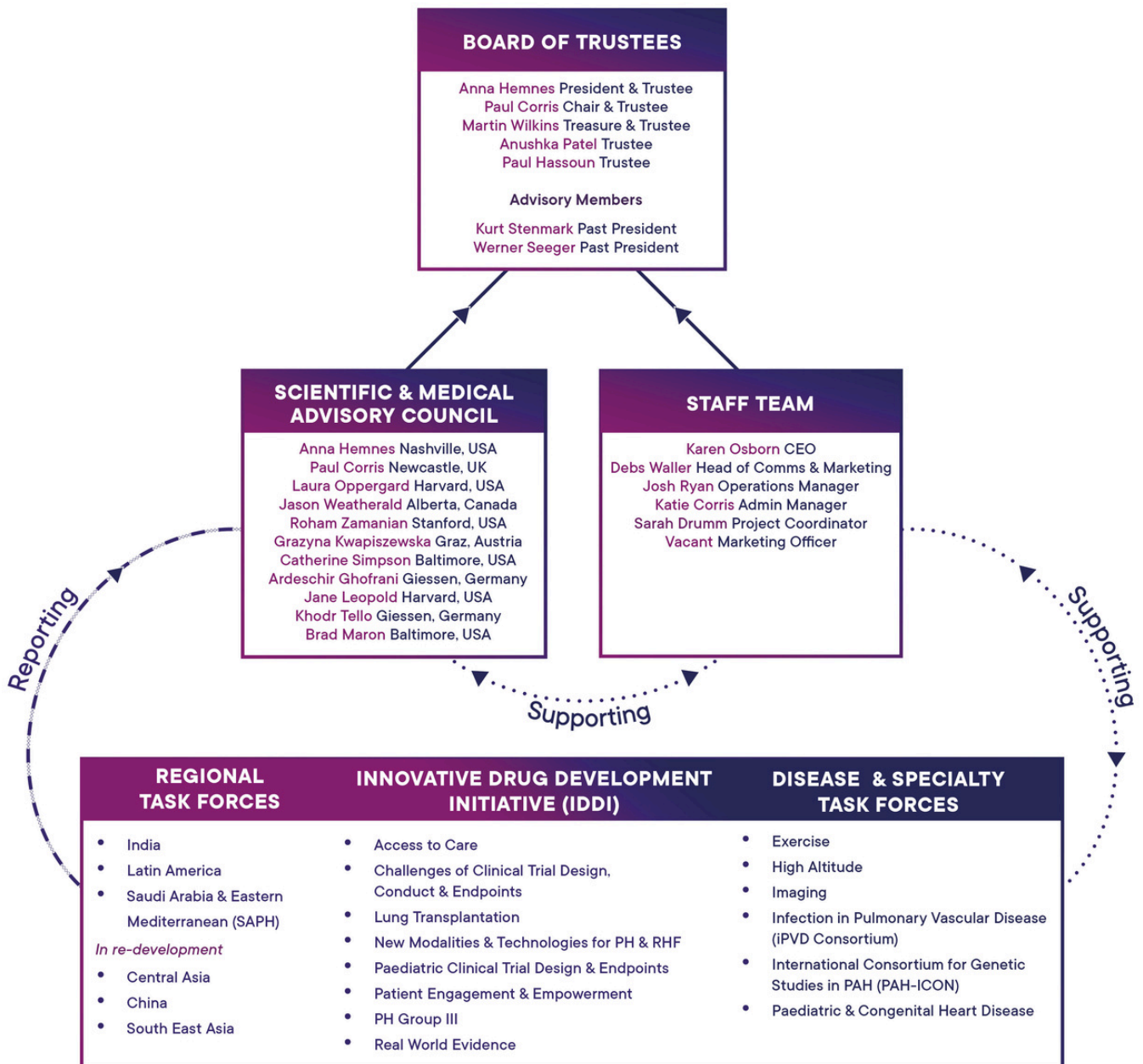
If this role excites you, we can't wait to hear from you!

## **Our values**

We are open and transparent, easy to engage with, inclusive, and ambitious for ourselves and for the global PH community



# Our structure





# Job description

We are seeking someone who will bring energy, skills and commitment to this exciting new role, and in return, we want you to feel valued and engaged.

**Job title:** Marketing Officer

**Responsible to:** Head of Comms & Marketing

**Salary:** £32,000 - £34,000 p.a.

**Hours & contract:** Full time, 35 hours/week including occasional evening and weekend work

**Location:** Ideally, it would be a hybrid with 1-2 days/week at our office in Bermondsey, London, but we're happy to consider either fully remote or fully office-based.

**Job purpose:** The Marketing Officer is a key role within the PVRI team. You will be responsible for developing and implementing the annual marketing plan, with a specific focus on helping to grow the charity's professional membership - increasing its value to our members, increasing our income, and co-ordinating our e-learning programme.

Your day-to-day work will involve creating engaging content for our website, newsletter and e-marketing, managing our social media channels, and helping to organise our e-learning and face-to-face events to bring value to our members and the global PH community. You'll monitor how our communications are received and tweak them for the best results. You'll work closely with our staff and members.

## **We can offer:**

- a 35-hour working week and flexible working
- 25 days holiday plus bank holidays
- a positive culture for you to learn and grow in your role, including opportunities for international travel
- a hybrid working environment with flexible days in the office
- a vibrant, sociable office space close to London Bridge and Borough Market
- occupational sick pay
- an employee assistance programme
- personal pension plan

# Job description

## Main Tasks

### Digital Marketing

Your main marketing functions will include:

- developing an annual marketing plan and content calendar for our digital channels (website, emails and newsletter) through Microsoft Dynamics 365 Marketing app, and social media (X, Twitter, LinkedIn and Facebook), including key PH events and ensuring there is a strategy for growth
- co-managing digital marketing campaigns across paid and owned channels delivering against KPIs for income and awareness-raising
- writing engaging content appropriate to our channels and in line with our brand guidelines
- co-curating a monthly newsletter with the Head of Comms & Marketing
- defining and measuring KPIs to demonstrate reach and engagement
- overseeing our Google Grants Ad account to reach potential new members
- maintaining an awareness of global news coverage of PVD developments
- editing images and videos to enhance digital content

### e-learning - PVRI Webinars, PVRI Community Calls, and IDDI Workstream and Task Force webinars

- Scheduling events using Zoom, liaising with event leaders to arrange speakers and moderators, ensuring participants are fully briefed, have the right permissions and good support ahead of the event
- Ensuring the events run smoothly, including welcoming announcements, providing technical support and recording the sessions
- Event promotion: advertising, overseeing registrations, sending reminders, and sharing recordings on our digital channels post-event
- Monitoring and evaluating all aspects of e-learning, ensuring that insights are shared among the team, Board and organisers, and are used to drive improvements

# Job description

## Main Tasks

### General responsibilities

- Play a key role in marketing and supporting our face-to-face conferences, including:
  - drafting, scheduling and delivering effective pre- and post-event marketing communications across all our digital channels
  - supporting the Head of Comms and Marketing to produce great event materials: scientific programmes, brochures, certificates, banners, digital screen displays, name badges and other materials
- With the team, proactively update and maintain our CRM
- Keep up with best practice in general marketing techniques, and developments within Microsoft Dynamics Marketing
- Work flexibly as part of our small team, working across functions and departments to provide support to colleagues when needed and feed into PVRI strategy and direction
- Champion PVRI's brand and tone of voice
- Ensure all communication practices are GDPR compliant
- Any other duties appropriate to the grading of the post which may from time to time be assigned to you



# Person specification

## Essential criteria

- Excellent verbal and written communication skills in English, with the ability to write, edit, proof and adapt complex information for a variety of audiences and channels
- Experience of growing membership [KO1] [DW2] through social media channels, particularly LinkedIn and X, including knowledge of paid ads
- The ability to create successful marketing plans
- Experience in managing websites, ideally using Drupal and Google Analytics
- Good working knowledge of Microsoft Dynamics 365 Marketing app and the Microsoft 365 Office suite
- Good graphics editing skills, ideally using Canva
- Excellent organisational skills, attention to detail, and the ability to manage a complex workload and competing priorities with tact and good humour
- Excellent interpersonal skills, cultural sensitivity, tact and diplomacy, and a commitment to our EDI agenda
- A willingness to work towards PVRI's goals, with a clear focus on our vision. This will include the desire and ability to develop a basic understanding of the key issues in pulmonary vascular disease
- Willingness and ability to travel internationally twice a year
- Data protection knowledge and good practice

## Desirable

- A working knowledge of Vimeo, EventsAir, video editing software, Google Grants Ads, Zoom and Survey Monkey
- Experience in delivering high-quality professional webinars

# How to apply

PVRI is a diverse and inclusive organisation. We value lived experience, and we're genuinely open-minded about your background. If you think you have what it takes to make a real success of the role, we would love to hear from you.

For an informal discussion about the role, please contact our Head of Comms & Marketing Debs Waller [dw@pvrinstitute.org](mailto:dw@pvrinstitute.org) or our CEO Karen Osborn at [ko@pvrinstitute.org](mailto:ko@pvrinstitute.org).

## To apply

To apply for the role, please send us your CV and a supporting statement (max 850 words) outlining what you could bring to the role, and referencing the Person Specification.

Please send these, together with the Equalities Monitoring Form to Katie Corris at [admin@pvrinstitute.org](mailto:admin@pvrinstitute.org) by 09:00 on Wednesday 19 June 2024.

Interviews are scheduled for Wednesday, 26 June, at our Bermondsey office.

**We look forward to hearing from you!**





The Pulmonary Vascular Research Institute (PVRi) is a charity registered in England and Wales (no. 1127115) and a company limited by guarantee (no. 05780068)