



Marketing Officer

Recruitment pack



*'PVRi brings
people together'*

*'PVRi is a great and
friendly organisation'*

About PVRI

PVRI is a small charity with a global reach. Our aim is to reduce the global burden of pulmonary vascular disease (PVD) with a particular focus on pulmonary hypertension (PH) - a life-threatening and life-limiting condition that affects millions worldwide.

PH can lead to heart damage and trigger symptoms like breathlessness, chest pain, poor growth, and severe difficulties exercising and carrying out normal daily tasks. Diagnosis and care aren't readily available in many parts of the world, and even when it is, PH treatment can itself be challenging and life-changing. Although it's estimated that PH affects 1% of the global population, it isn't widely recognised or well-understood.

To change that, we bring together a fantastic network of energetic and committed PH doctors, academics, regulators, patients, and industry partners. Together we're identifying and addressing the key challenges in global PH, educating the global workforce, and encouraging research. In practical terms, we:

- host international scientific conferences
- produce the only open-access peer-reviewed PH journal, Pulmonary Circulation
- run webinars and e-learning featuring the latest in PVD research
- raise awareness of PH and health inequalities, and advocate for better access to diagnosis, care and treatment - nationally and internationally
- bring our members and professional networks together into working forums:
 - **The Innovative Drug Development Initiative (IDDI):** eight multidisciplinary workstreams working to solve the challenges in PVD research and speed the development of new treatments
 - **Specialty Task Forces:** groups working to advance understanding and improve practice in specific clinical areas of PH
 - **Regional Task Forces:** groups working in-country to address the key regional and national challenges in PH.

We are a London-based registered charity and limited company, governed by an international Board of Trustees and supported by a Scientific and Medical Advisory Council.

Our small, friendly staff team comprises our CEO Karen, Head of Comms Debs, Admin Manager Katie, Operations Manager Elvia, Project Coordinator Rachel and Marketing Officer Emily, who will sadly leave us shortly. The team is supported by our freelance Finance Manager Steph. We work a flexible hybrid model with office space in WorkLife, close to London Bridge and Borough Market.

In terms of our values, we're open, inclusive and easy to engage with, and we're ambitious for ourselves and for the global PVD community.

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.

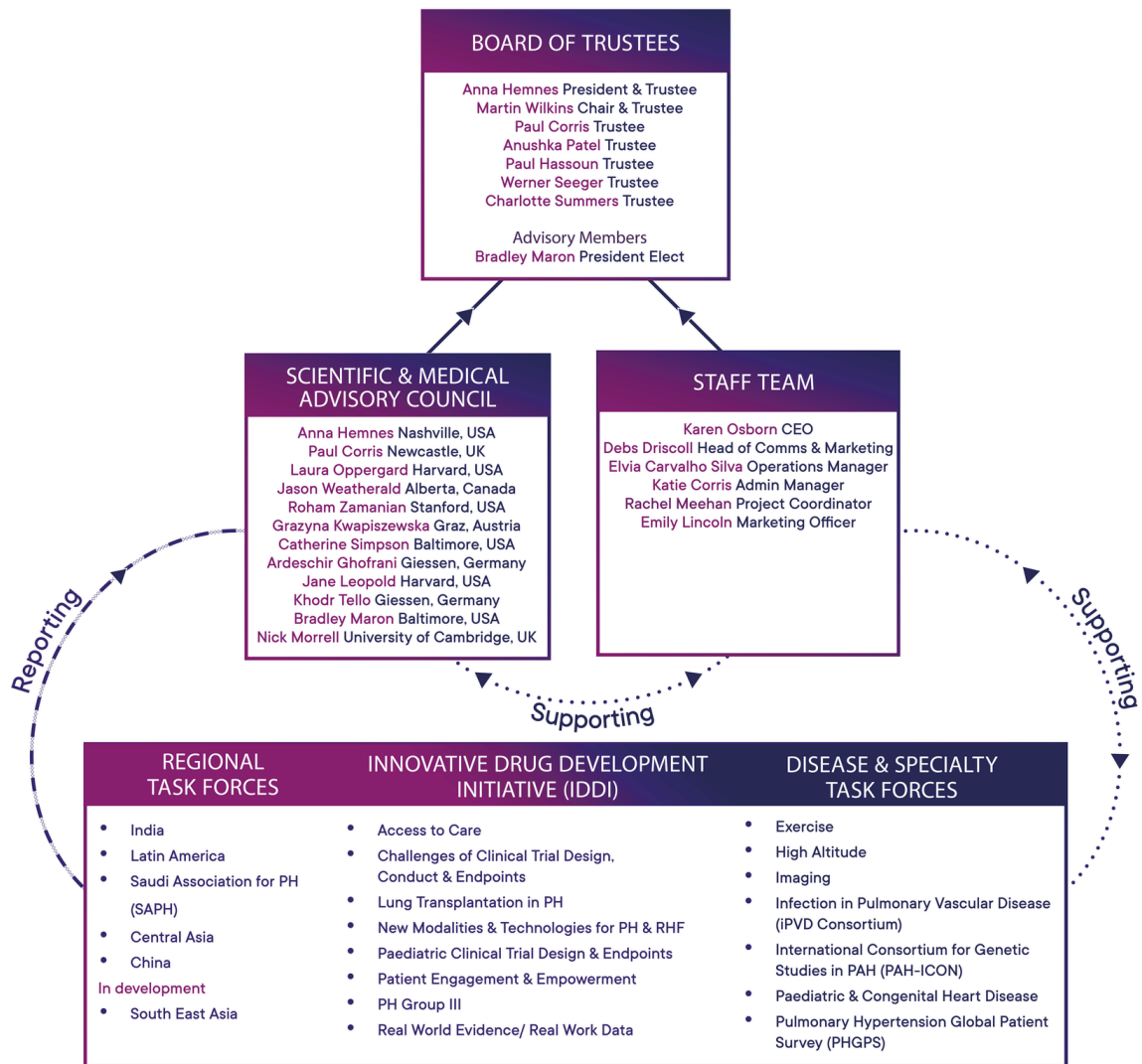
We are seeking someone who will bring energy, skills and commitment to this exciting role, and in return, we want you to feel valued and engaged. We can offer

- a 35-hour working week with flexible working hours and locations
- a positive culture for you to learn and grow in your role, including opportunities for international travel
- a vibrant, sociable office space close to London Bridge and Borough Market for hybrid or full time office-based working hours
- a personal pension plan
- an Employee Assistance Programme
- occupational sick pay
- 25 days holiday plus bank holidays

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



Our structure



Job description

Job title: Marketing Officer

Responsible to: Head of Comms & Marketing

Salary: £32,000 - £35,300 p.a. (FTE)

Hours & contract: Permanent, full-time, 35 hours/week, including occasional evening and weekend work. The role also involves international travel and short stays away from home (usually once or twice a year)

Location: Flexible, may be fully office-based or hybrid (we will consider fully remote working, but our ideal candidate will spend at least 1 - 2 days/week with the team at our friendly, lively office space near London Bridge; this will be reflected in our selection process)

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 profile and professional membership, increasing its value to our members, increasing our income generation, working with the team to run successful events, and delivering 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, ensuring a smooth flow of good communications for our face-to-face events, and organising our e-learning 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.



Key tasks

Your duties include:

Digital marketing

- developing and implementing an annual marketing plan and content calendar for our digital channels, 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
- creating engaging content appropriate for email marketing, website, and social media channels in line with our brand guidelines
- managing the PVRI website – including creating and updating pages (news, learning materials, events), ensuring a user-friendly experience, and optimising pages for SEO
- co-curating newsletters with the Head of Comms & Marketing
- editing images and videos to enhance digital content
- overseeing our Google Grants Ad account to reach potential new members
- defining and measuring KPIs to demonstrate reach and engagement
- maintaining an awareness of global news coverage of PVD developments
- promoting our journal, Pulmonary Circulation

e-learning - PVRI Digital Webinar series and Community Calls

- scheduling events using Zoom, liaising with event leaders to arrange speakers and moderators, ensuring participants are fully briefed, and 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
- promoting the events, including advertising, overseeing registrations, sending reminders, and sharing recordings on our website, with external partners, and digital channels post-event
- monitoring and evaluating all aspects of e-learning, ensuring that insights are used to drive improvements and shared among the team and organisers

Events - Congresses, Symposia & other ad hoc events

- playing a key role in marketing and supporting our face-to-face events, including
 - drafting, scheduling, and delivering effective pre-and post-event marketing communications across all our digital channels, including the creation and management of event-specific surveys
 - planning and developing the event apps
 - supporting the Head of Comms and Marketing to produce great event materials: scientific programmes, posters, certificates, banners, digital screen displays, name badges, and other materials
 - supporting photography and videography efforts, including developing creative briefs, preparing interview questions, and conducting on-site interviews with attendees to generate engaging content for our digital channels

Key tasks

General responsibilities

- working collaboratively with the team to proactively maintain and update our CRM
- keeping up with best practices in general marketing techniques and developments within Microsoft Dynamics Marketing
- working 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
- championing PVRI's brand and tone of voice
- ensuring 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 engaging followers and growing membership through social media channels, particularly LinkedIn and X
- The ability to create successful marketing plans
- Willingness and ability to safely and successfully use AI to enhance your role
- Experience in managing websites (ideally using Drupal) and monitoring traffic and user behaviour using Google Analytics
- Good working knowledge of the Microsoft 365 Office suite and CRMs for email marketing, ideally the Microsoft Dynamics 365 Marketing app
- Good graphics and video 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, often circa twice a year
- Strong understanding and implementation of good data protection practice

Desirable

- A working knowledge of Vimeo, EventsAir, Google Grants Ads, Zoom and Survey Monkey
- Experience in delivering high-quality professional webinars
- Knowledge of delivering successful paid ads on social media

How to apply

We are a diverse and inclusive global 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'd love to hear from you. If you have any questions or would like an informal chat about the role, please feel free to contact our CEO Karen Osborn at ko@pvrinstitute.org.

To apply

Please send your CV and statement (850 words max), together with the Equalities Monitoring Form, to Katie Corris at kc@pvrinstitute.org by 09:00 on Monday, 11 August 2025.

Applications will be judged against the criteria set out in the person specification, so please ensure that you reference these clearly in your supporting statement, and while we know that everyone uses AI in situations like this, we'd love to hear your own authentic voice!

In-person interviews are scheduled for Monday, 18 August 2025, at our London office, so please hold this date in your diary.

We look forward to hearing from you!





Our events take place around the world with our global membership - including recent events in Amsterdam, Rio de Janeiro, Vienna, London, Bethesda, Athens, Lima, Barcelona & more!

