



Pulmonary Vascular Research Institute (PVRI)

Recruitment Pack

Marketing & Events Officer



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

About the PVRI

PVRI is a small charity with a global reach. Our aim is to reduce the global burden of pulmonary vascular disease 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 they are, 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 global access to diagnosis, care and treatment
- bring our members and professional networks together into working forums:
 - The Innovative Drug Development Initiative (IDDI): seven 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 & Marketing Debs, Admin Manager Katie, Head of Operations & Impact Elvia, Project Coordinator Rachel, Advocacy & Engagement Lead Vidhya, and Marketing Officer Catherine, 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 Work.Life, 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.

We pride ourselves on being open, transparent, easy to engage with, inclusive, & ambitious for ourselves & for the global PH community



About the role

You will work within our small and friendly staff team, reporting to the Head of Comms and Marketing. Your key external relationships will be 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 span over 100 countries. Many of our members are renowned global experts, leading the way in pulmonary hypertension research and development. Your role is vital in ensuring they are informed about the latest PVRI developments and learning opportunities, and that they're valued for their contributions to our work.

No two days are the same. One day, you might be writing content for our website, emails, digital newsletters, or social media channels, and the next, you might be hosting respected speakers and attendees at one of our international scientific webinars. A key part of the role is supporting marketing and comms for our face-to-face events and working with the team to provide on-site support. These include our annual global scientific congress (often held towards the end of January in a different city around the world) and our biennial symposia (which usually take place in June, usually in the USA or Europe).

To truly achieve our vision of reducing the global burden of pulmonary vascular disease, we aim 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.

Our staff team are not scientists or medical experts - but we are skilled at warmly facilitating and uniting the global scientific and medical expert community. Whilst you don't need a science background, we are seeking someone comfortable with complex medical terminology, who genuinely cares about our mission, and will bring energy, skills and commitment to this exciting role.

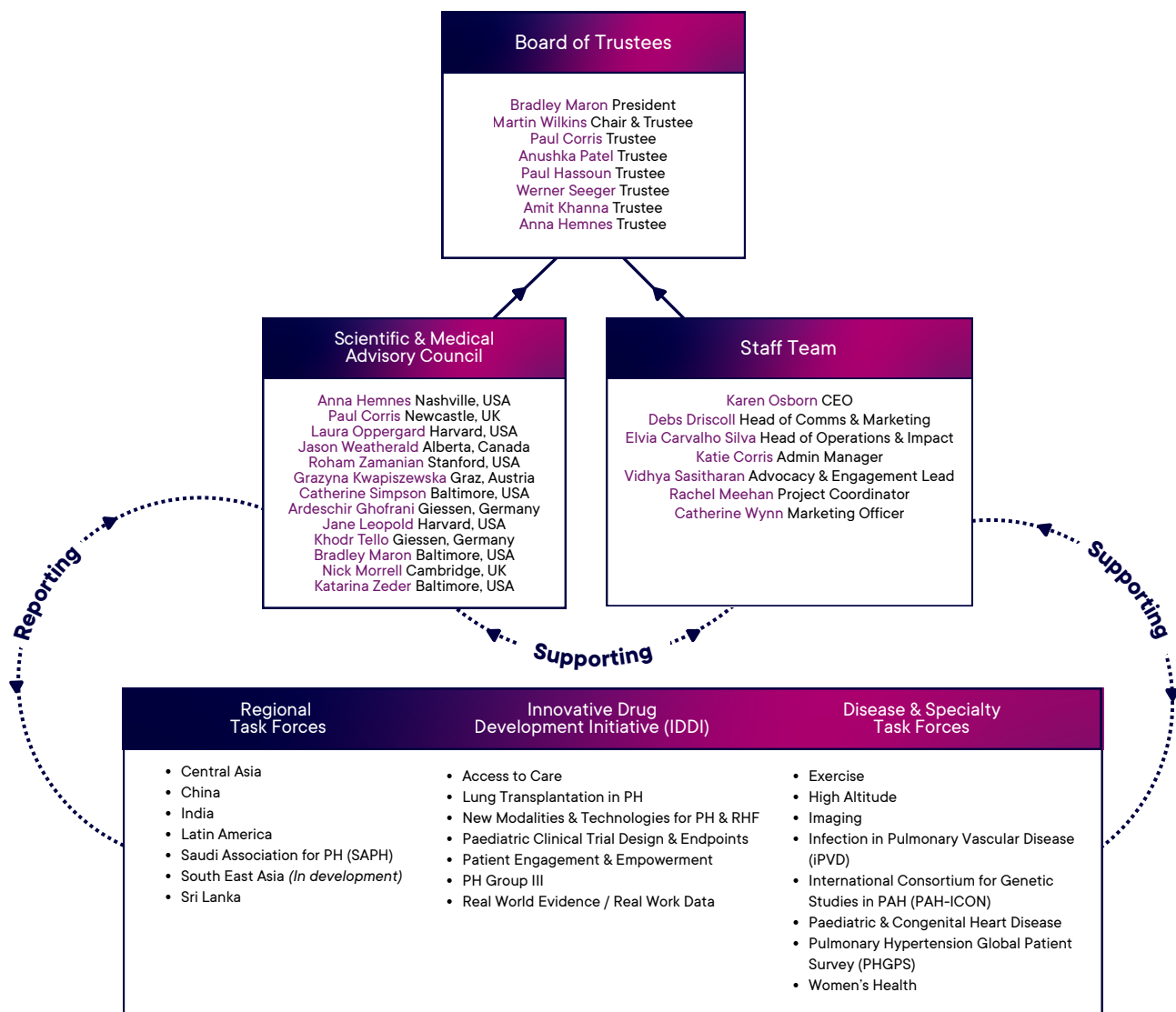
In return, we want you to feel valued and engaged, and we can offer:

- 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
- a personal pension plan
- an Employee Assistance Programme
- occupational sick pay
- 25 days holiday plus bank holidays
- support with the cost of eye tests and flu vaccines

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



Our structure



Working together to
reduce the global burden of
pulmonary vascular disease

Job description

Job title: Marketing & Events Officer

Responsible to: Head of Comms & Marketing

Salary: £32,000 - £35,000 p.a. (FTE)

Hours & contract: Permanent, full-time, 35 hours/week, including occasional evening

Location: Flexible. As collaboration within our small team is vital, the role is ideally hybrid with 1-2 days/week at our office in Bermondsey, London; however, we're happy to consider either fully remote or fully office-based

Job purpose: The purpose of this role is to help PVRI achieve its mission by growing its international profile, driving membership, increasing engagement and income through delivering great marketing, webinars and event communications. You will be strengthening PVRI's visibility globally, encouraging members to engage in PVRI opportunities and learning, and helping volunteers to feel valued. You will be using marketing insights and learning to drive continuous improvement in our marketing.

Key tasks

Marketing & comms

- Develop and implement an annual marketing plan and content calendar for our digital channels, including a strategy for growth
- Schedule great emails and newsletters through our CRM (including segmenting audiences, scheduling email journeys, and using data and insights to update our records and increase the relevance and effectiveness of communications)
- Create engaging content, including writing copy, creating graphics and editing videos, appropriate for our digital channels (emails, website, social media channels & event booking platforms), in line with our brand guidelines and tone of voice
- Drive awareness of PVRI, growth and engagement via regularly posting on our social media channels
- Ensure all communication practices are GDPR compliant, accessible, and support PVRI's commitment to diversity, equity and inclusion
- Support the promotion of our journal, Pulmonary Circulation, PVRI projects and initiatives, and maintain an awareness of global news coverage of PVD developments
- Support the Head of Comms & Marketing in ensuring pages are accessible and SEO-friendly, while using insights (such as Google Analytics and Hotjar) to monitor performance and improve the user experience
- Monitor and evaluate all aspects of marketing and comms (including e-learning) against defined KPIs, ensuring that insights are used to drive improvements and shared among the team and organisers
- Keep up with best practices in general marketing techniques and developments
- Manage our Google Grants Ad account to reach potential new members
- When needed, co-managing digital marketing campaigns across paid and owned channels, delivering against KPIs for income and awareness-raising

- maintaining an awareness of global news coverage of PVD developments working collaboratively with the team to proactively maintain and update our CRM
- ensuring all communication practices are GDPR compliant, accessible, and support PVRI's commitment to diversity, equity and inclusion
- monitoring and evaluating all aspects of marketing and comms against defined KPIs, ensuring that insights are used to drive improvements and shared among the team and organisers
- keeping up with best practices in general marketing techniques and developments
- when needed, co-managing digital marketing campaigns across paid and owned channels, delivering against KPIs for income and awareness-raising

E-learning

- Schedule webinars, liaising with event leaders on the programme, inviting and briefing the panel (ensuring the panel has the right permissions and good support ahead of the event)
- Host and record live webinars
- Promote webinars ahead of the event and the recordings

In-person events

- Play a key role in marketing and communications of our face-to-face events
- Develop event apps and surveys within our event management software
- With the PVRI team, provide operational support before and during the event
- Support with photography, videography, and the production of great event materials

General responsibilities

- Work flexibly as part of our small team, across functions and departments to provide support to colleagues when needed and feed into PVRI strategy and direction
- 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 written communication skills in English, with the ability to write, edit, proof and adapt complex information for a variety of audiences and channels
- 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
- The ability to create & implement successful marketing plans through a CRM, incorporating continuous learning from monitoring and evaluating, and remaining flexible as marketing priorities change
- The ability to deliver high-quality professional webinars
- Skilled in managing website content (ideally Drupal)
- Skilled at monitoring and evaluating our marketing efforts across all digital channels and acting on the learning to drive continuous improvement
- Proven ability to engage followers and grow membership through social media channels (particularly LinkedIn, X, YouTube and BlueSky), ideally using a social scheduling tool
- Willingness and ability to safely and successfully use AI to enhance your role, ensuring accuracy and that PVRI's tone of voice remains authentic at all times
- Good graphics and video editing skills
- A genuine interest in 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
- Strong understanding and implementation of good data protection, accessibility and DEI practices
- Willingness and ability to travel internationally, often circa twice a year

Desirable

- A working knowledge of Drupal, Vimeo, EventsAir, Google Grants Ads, Canva, Zoom, Adobe InDesign, Adobe Premiere Pro, and/or SurveyMonkey

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.

If you have any questions or would like an informal chat about the role, please feel free to contact our Head of Comms & Marketing, Debs Driscoll, at dd@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, 07 September 2026.

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 Wednesday, 16 September 2026, at our London office, so please hold this date in your diary.

We look forward to hearing from you!