

JOB PROFILE



MediWales

Job title: Communications and Events Executive
Place of work: Cardiff
Salary: £19-23K depending on experience
Reports to: Operations Manager, MediWales

Introduction

MediWales is the Welsh Life Sciences Network, representing the needs of businesses and academic and clinical departments in the life sciences sector.

Established over 20 years ago, and owned and run by its 150+ members, providing a representative voice for the life sciences sector in Wales.

MediWales engages with academia, health providers and businesses in order to convey the needs of the sector to government, to lower barriers to communication, and to create genuine commercial and collaborative opportunities.

MediWales achieves these objectives by:

- Organising networking and awareness-raising events
- Providing a high profile Annual Innovation Awards Ceremony
- Creating two widely distributed publications
- Consistently providing a sophisticated package of online resources – website, social media, online magazines
- Providing high level representation on influential boards and panels
- Giving one-to-one company assistance, signposting and advice to members and stakeholders

Job Purpose

To work with the existing team to develop and support the membership, events, publications, and communications at MediWales.

Key Accountabilities

Strategy:

- Support MediWales members and wider stakeholders by bringing new ideas to how our products (events, publications and on and offline communications) are shared and promoted
- Assist with business development identifying and delivering commercial project opportunities
- Develop and deliver appropriate marketing and social networking profiles for example using sites such as Twitter and LinkedIn, and keep abreast of new media communication channels and opportunities

- Monitor and evaluate the uptake and effectiveness of communication services with the Welsh, UK and international MediWales community.

Websites:

- To update, develop and maintain MediWales' website and feeding information to the partner website www.medilinkuk.com
- To scan and develop networks with the external community to generate content for MediWales' website in relation to relevant new publications, events, funding and training opportunities and to ensure the site is up-to-date
- To produce monthly e-updates to MediWales stakeholders and generate other e-communications as and when required

Publications:

- To assist with the production of two magazines, including liaising with contributors, printers, designers and advertisers
- To assist with the editorial of two magazines, including research and proofing/sub editing
- To assist with the production of monthly, quarterly and annual reports on the network's performance

Media:

- To prepare press releases to promote key aspects of MediWales' work and the work of its membership
- To develop MediWales' media contacts and the rate of coverage for the network both within and outside of Wales

Events:

- Assist with the organisation and promotion of MediWales' events ensuring a high profile is achieved and quality resources are produced both pre and post event
- Assist with the on-the-day delivery of events

Coordination and information management

- To assist with the day-to-day communications with MediWales' network members, providing available information on the networks effectively and efficiently, directing new information requests to the operations manager where appropriate
- Maintain the upkeep of the MediWales database of contacts
- Processing membership applications and updates

Other duties

- To represent MediWales at events where appropriate
- To assist with answering the phone

Personal Specification

Essential

- Degree or equivalent work experience, in a relevant subject
- Good knowledge of the life sciences sector, particularly in Wales
- Strong all-round communication skills, especially writing and editing
- Ability to summarise complex research information in a clear, non-specialist language
- Ability to turn plans into practical action
- Excellent interpersonal skills, including the ability to liaise and communication with professionals of all levels of seniority
- Attention to detail and ability to prioritise work in order to meet competing deadlines
- Good basic design sense and the ability to lay out documents professionally
- Experience of working on website and social media platforms in a business environment
- Experience copy writing/editing in a professional setting
- Relevant experience of working with the media generating coverage and raising organisational profile
- Excellent IT skills

Desirable

- Ability to produce and edit audio visual multimedia
- Sound knowledge of science relating to life sciences
- Science, Marketing, PR, or Journalism qualification