**Role title:** Membership Engagement Officer (Projects)

**Reports to:** Membership Marketing Manager

**Job purpose:** To lead on the delivery of the engagement strategy for a collaborative standards project (SCoPEd) working closely with the project team.

Financial: n/a

Staff: n/a

Other: 55,000 members and stakeholders, working with independent market research companies, marketing agencies and working with collaboration partners

**Principal accountabilities:**

1. Work innovatively with colleagues to develop and deliver informative and engaging communications and engagement plans to support the project, focusing on the membership journey, and the promotion of BACP’s work.
2. Target communications and marketing effectively to ensure positive experiences for members and stakeholders at each touch point. Proactively employing tactics that reduce the risks identified within the project.
3. Monitor, analyse and interpret themes within and across the project, identifying trends. Evaluating work effectively, using reporting systems to measure the targeting of content to our audiences, being agile to respond where changes are needed.
4. Work innovatively with colleagues to develop engagement and marketing campaigns and events related to the project - assisting with their delivery via a range of channels, ensuring channels are kept up to date and there is adherence to processes and consistency of messaging.
5. Effectively represent the interests of the project at events to ensure that members and stakeholders have the correct information about the projects and to gather feedback for incorporation into overall themes.
6. Monitor and maintain relationships with external marketing agencies with respect to specific campaigns to ensure that the marketing and contractual objectives are met.
7. Working with the comms officers/representatives of SCoPEd partner organisations to agree joint comms in relation to key developments in line with agreed comms protocol.
8. Ensure BACP internal stakeholders (Board, divisions, staff) are kept up to date about SCoPEd developments and key events using internal comms channels.

**BACP Principal accountability**

* To be a BACP ambassador by upholding and demonstrating our values at every opportunity, through verbal, written and face to face communication.

**Context:**

Operating environment: The SCoPEd project team currently engage in a wide range of activities to raise member and stakeholder awareness of the projects. This is through a wide variety of activities from social media, articles, e-bulletins and attending events. The team is now looking to increase their reach and ensure full member engagement in a timely manner. The project team also work internally to ensure that staff have detailed information regarding the project, empowering staff to be more confident in responding to queries.

Framework and boundaries: Works under BACP policy and guidance, and relevant publishing legislation while being able to hold and participate in a collaborative relationship with our project partners.

Organisation: see org chart

##### Relationships:

Manager: Monthly one-to-one meetings and regular informal catch up on an ad hoc basis.

Project team: regular meetings and informal ad hoc catch ups.

Other contacts: BACP departments, members, and other relevant third parties.

**Knowledge and experience:**

A degree or nationally recognised qualification in marketing or proven experience in a similar role.

Demonstrable knowledge of stakeholder or customer engagement and risk management gained within a marketing-focused role, ideally within a membership environment.

Experience of delivering a project communications strategy and marketing plans, preferably with experience of market research, product development and campaigns.

Experience of working with email marketing systems, social media and analytics software.

Ability to write effective promotional collateral/copy, incorporating marketing theory and personal creativity.

Committed to ensuring equality, diversity and inclusion considerations, ensuring these underpin all activities and outcomes.

Committed to delivering objectives on time and to a high standard via excellent planning and organisational skills

Excellent interpersonal skills with an ability to communicate at all levels (internally and externally) including effective and clear verbal communication by telephone, face to face and written communication via letters, emails and reports.

A good team player with a flexible approach to work and with an ability to handle multiple tasks.

Knowledge of counselling and psychotherapy would be desirable.

**Job challenge:**

Leading on the delivery of a programme of marketing and communications for the project that enhance member engagement, and the value perception of BACP.

Ensuring communications and marketing are in line with our brand and strategic need.

Building effective relationship with stakeholders in line with BACP’s communications strategies.

**Additional information:** Must keep up to date with best practice, trends and developments within the marketing sector.

Out of hours work may be required.