

Role title: Membership Marketing Officer

Reports to: Membership Marketing Manager

Team: Marketing and Engagement (M&E)

Job purpose: Deliver marketing communications to prospective and existing BACP members, and other key audiences, in line with BACP's strategic direction. Support and progress marketing projects, specifically implementing the MarComs aspects of the Equality, Diversity and Inclusion (EDI) Strategy working to embed best practice in all BACP's marketing and communications activity.

Principal accountabilities:

1. Work innovatively with colleagues to develop and deliver informative and engaging marketing and engagement initiatives to support the EDI project, focusing on main streaming EDI practice into the membership journey, and BACP communications.
2. Support the Membership Marketing Manager to effectively contract manage the performance of marketing agencies, external design, print and fulfilment suppliers, including adherence to all internal and external processes relating to these functions.
3. 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 EDI project and other programmes of change.
4. Monitor, analyse and interpret themes within and across all marketing projects. Evaluate work effectively, using reporting systems to measure the transition of EDI practice into marketing and engagement materials and communications.
5. Work innovatively with colleagues to develop campaigns and events, but specifically supporting the EDI project (e.g. Bursaries, Mentoring and Grant Awards) - assisting with delivery via a range of channels.
6. Using internal comms channels, ensure BACP internal stakeholders (Board, divisions, staff) are kept up to date about progress and activities in the EDI project relating to its implementation in Marketing and Engagement Team, member audiences and across the organisation.
7. Deliver narrative communications supporting the idea of the 'membership journey', segmenting membership and delivering tailored communications to specific audiences, using automated communications tools where possible.

8. Carry out engagement with the specific objective of supporting members at each stage of their membership journey. Working with colleagues to produce effective communications and identifying metrics to measure success. Supporting the organisation with the wider goal of recruiting new members and retaining existing members.
9. Assist in the delivery of the Association's campaigns and news via a range of channels, including direct mail, email, the monthly e-bulletin, journals and social media channels, ensuring adherence to processes and consistency of messaging.
10. Contribute practical support and resource to M&E team projects as guided by the Membership Marketing Manager.
11. Produce informative and engaging copy in line with brand guidelines. Assist in maintaining house style and design and brand guidelines, offering guidance where required.

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: BACP Departments, coordinate and produce marketing communications to BACP Members

Framework and boundaries: GDPR, EDI

Organisation: see org chart

Relationships:

Manager: Monthly 1 to 1s, regular team meetings

Other contacts: BACP departments, third parties

Knowledge and experience:

A degree or nationally-recognised qualification in marketing or a related subject.

Demonstrable knowledge of membership, stakeholder or customer engagement gained within a marketing-focused role within a business environment.

Experience of working to a marketing strategy, preferably with experience of working on marketing projects, product development, campaigns and market research.

Experience of working with email marketing systems, social media, analytics software and content management systems is desirable.

Knowledge of the best practice and behaviours of EDI would be beneficial but not essential.

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

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

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

Excellent interpersonal skills with an ability to communicate at all levels. 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.

Job challenge: Membership is the heart of the BACP, and the role requires a creative and joined up approach to develop a programme of marketing and communications that deliver real member engagement; increasing retention and advocacy.

Additional information:

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