

Role Profile

Role Title: Membership Marketing Manager	Responsible to: Head of Marketing
Department: Membership and Commercial	Responsible for: NA
<p>Purpose of Role:</p> <ul style="list-style-type: none"> • To develop and implement marketing strategies to recruit and retain members • To be the lead within the Marketing team for all membership marketing activities • To project manage the Young Vet Network • To manage relationships with BVA member benefits providers 	
<p>Key Responsibilities:</p> <ul style="list-style-type: none"> • Membership recruitment and retention <ul style="list-style-type: none"> ○ Work with the Head of Marketing and Head of Membership to develop and implement membership recruitment strategies that will achieve membership growth targets ○ Lead on membership retention marketing in order to reduce membership lapse rates ○ Promotion of member benefits – raising awareness of BVA member benefits through campaigns and producing the annual member benefit booklet ○ Management of our range of membership guides to ensure these stay up to date and relevant • Students and recent graduates <ul style="list-style-type: none"> ○ Deliver tactics to engage vet students and increase conversion rates of recent graduates ○ Plan and implement a vet school student engagement plan according to priority areas ○ Coordinate the Association of Veterinary Students (AVS) committee ○ Manage the student and young vets marketing budgets • Young Vet Network <ul style="list-style-type: none"> ○ Manage the plan to refresh and grow the Young Vet Network (YVN) ○ Liaise with partners to develop the YVN offering ○ Develop collateral to support YVN groups across the UK ○ Provide regular reports on YVN activity to key stakeholders • Partner relationships (Bupa / Lloyd and Whyte / Elsevier / Grads to Vets/ other new benefit providers) <ul style="list-style-type: none"> ○ Act as the central point of contact for BVA membership partners ○ Develop and implement partner marketing plans in line with partner agreements ○ Ensure partner agreements are in place and up to date ○ Provide regular reports on partner marketing activity • CRM operations and data management <ul style="list-style-type: none"> ○ Use the CRM system to obtain data to facilitate marketing activities, such as mailings, and to undertake research and analysis • Carrying out any other duties commensurate with the post, as may from time to time be decided by the Head of Marketing. 	
<p>Initiative/innovation</p> <ul style="list-style-type: none"> • Review current recruitment and retention methods to identify new approaches and maximise return on investment 	

- Continue to develop the Young Vet Network
- Maintain an active understanding and interest in the professional and political environment in which BVA works in order to identify new market opportunities

Resources

- Ensure that projects are carried out to the budgets set by the Head of Marketing

Knowledge, skills and expertise

- Excellent written and oral communication skills
- Excellent interpersonal skills
- Demonstrable experience of marketing activities
- Experience of working with external suppliers to deliver marketing objectives
- Demonstrable experience of using CRM systems (MS dynamics preferred)
- Experience in copy writing
- Strong organisational skills, including the ability to prioritise and work to strict deadlines
- Computer literate in Word, Excel and PowerPoint and possessing the ability to pick up new software packages easily following training
- Budget management and responsibility

Other essential requirements for the role-holder

- Experience of working in a membership and / or marketing role
- Educated to degree level or equivalent
- Experience of working in a membership association (desirable)