## Role Profile

<table>
<thead>
<tr>
<th>Role Title: Membership Marketing Manager</th>
<th>Responsible to: Head of Marketing</th>
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<tbody>
<tr>
<td>Department: Membership and Commercial</td>
<td>Responsible for: NA</td>
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### Purpose of Role:

- 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

### Key Responsibilities:

- **Membership recruitment and retention**
  - 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**
  - 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**
  - 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)**
  - 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**
  - 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.**

### Initiative/innovation

- 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)