

## Role Profile: Marketing Manager

<p><b>Role Title: Marketing Manager</b></p>	<p><b>Responsible to: Head of Marketing and Events</b></p>
<p><b>Purpose of role:</b></p> <p>To achieve organisational growth objectives by developing campaigns to recruit and retain members. To be responsible for promotion of member benefits to increase awareness and usage and reduce lapse rates.</p>	
<p><b>Key responsibilities:</b></p> <ul style="list-style-type: none"> <li>• Develop and implement B2C and B2B membership recruitment campaigns to achieve organisational growth objectives, working closely with the Head of Marketing and Events and the Head of Membership.</li> <li>• Promote member benefits to increase awareness and usage, creating a positive member experience, which contributes towards the reduction of membership lapse rates.</li> <li>• Take responsibility for marketing strategy to recruit and retain students, building strong relationships with individual students, student bodies and vet schools, resulting in a strong pipeline for the business.</li> <li>• Manage the plan to refresh and grow the Young Vet Network (YVN), liaising with partners to develop a strong value proposition, compelling offers and activity, providing reports to key stakeholders regularly.</li> <li>• Develop strong working relationships with providers of key member benefits including Bupa and Lloyd and Whyte, successfully implementing and evaluating marketing plans in line with partner agreements.</li> <li>• Use the CRM system to optimise membership marketing activity, including managing data, campaigns, mailings, research activity, analysis and evaluation.</li> <li>• Review and update membership collateral including guides and booklets to ensure they are engaging, accurate, timely and cost-effective.</li> <li>• Carry out any other duties commensurate with the post, as agreed with the Head of Marketing and Events.</li> </ul>	
<p><b>People:</b></p> <p>Developing and maintaining close relationships with colleagues, consulting with them where necessary. Managing external suppliers including researchers, designers, printers and mailing houses from brief to budget. Working with committee members to inform membership recruitment and retention strategy. No direct people management.</p>	
<p><b>Financial resources:</b></p> <p>Managing invoices, individual budgets and flagging any discrepancies. Taking steps to control costs and secure best value from suppliers. Updating records and returns for the team credit card.</p>	

### **Knowledge, skills and expertise:**

#### Essential

- A fully qualified marketing professional (either CIM, IDM or equivalent)
- Experience of multi-channel membership recruitment and retention campaigns
- A team player with excellent interpersonal skills, comfortable liaising with current and potential members
- Strong organisational skills, including the ability to manage competing priorities and work to strict deadlines
- Excellent written and oral communication skills
- Confident creating marketing collateral from start to finish, including developing briefs, copywriting, editing and managing the production and/or publishing process.
- Proficient in MS Office Word, Excel, PowerPoint, Teams, Zoom and Zoom webinar, CRM systems (Dynamics preferred) and open to learning new packages as and when required.
- Supplier management and negotiation
- Budget management.

#### Desirable

- Educated to degree level or equivalent

### **Additional information:**

This role will involve national travel and some overnight stays.