# Role Profile

<table>
<thead>
<tr>
<th>Role Title:</th>
<th>Responsible to:</th>
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<tbody>
<tr>
<td>Marketing Manager (Maternity Cover) (Part time 0.8 FTE (4 days per week))</td>
<td>Membership &amp; Commercial Director</td>
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## Purpose of Role:
- To support the Commercial Director in implementing marketing strategies to recruit and retain members

## Key Responsibilities:
- Work closely with the Commercial Director to ensure that the Association’s marketing activity is developed and delivered to a high standard, on time and on budget.
- Support the Commercial Director in implementing membership recruitment and retention campaigns and developing BVA’s face to face recruitment tactics.
- Project managing marketing projects including rolling out BVA’s updated branding, production of the annual member benefits booklet, promotional leaflets, marketing of members’ services and member facing publications.
- Be the BVA brand guardian - ensuring brand guidelines and tone of voice are upheld and used consistently across all marketing materials.
- Develop marketing material and plan the Associations’ presence at the London Vet Show and BSAVA annual Congresses, BVA Members’ Day and several other veterinary events. Represent the BVA at internal and external events in a professional manner.
- Plan and promote the Associations’ CPD programme with the support of the CPD Group.
- Liaise closely to develop and implement marketing strategies with BVA CPD partners, to help promote their services to members.
- Actively contribute as a team member on BVA journals improvements.
- Working with the Marketing Officer and teams across BVA, including the Canine Health Schemes, AWF and Vetlife teams, to help market the services they provide.
- Form excellent relationships with external suppliers, including design, print, events, marketing, web and research agencies to ensure BVA get excellent service and maximum return for the money that is spent with them.
- Carrying out any other duties commensurate with the post, as may from time to time be decided by the Commercial Director.
## Resources

- People: Line management responsibility for the CPD and Events Officer and the Marketing Officer.
- Finances: Responsibility for managing the Marketing budget and CPD budget.

## Knowledge, skills and expertise

- Demonstrable experience of working in a marketing role.
- Educated to degree level or equivalent (relevant marketing qualification an advantage).
- A sound knowledge of marketing principles and branding.
- Previous line management experience required.
- Experience of working with external suppliers to deliver marketing objectives.
- Experience of market research - from design to acting on the results with managerial input.
- Experience of event organisation and management, including developing event marketing plans.
- Excellent written and oral communication skills.
- Experience in copy writing and producing publications.
- Strong organisational skills, including the ability to prioritise and work to strict deadlines.
- Experience of market research.
- Computer literate in Word, Excel and PowerPoint and possessing the ability to pick up new software packages easily following training.

## Key competencies:

- Creativity.
- Effective decision-making.
- Innovation.
- Making things happen.
- Building and maintaining relationships.
- Managing and developing people.