

Role profile

Role title	Email Marketing Assistant
Department and directorate	Member comms and Marketing, Communications and Policy
Grade	BMA London 7
Reports to (job title)	Retention Marketing Manager
Direct reports (job titles)	n/a

Job Overview– purpose of the role

*Describe as concisely as possible the overall purpose of the job and what success looks like. **Please limit this to a maximum of four or five sentences***

To assist the retention marketing team with the creation and execution of outbound member email and SMS communications. These communications will inform and update members on trade union activity as well as engage on active participation, member benefits and services, and regional support.

The email marketing assistant will provide support across the team, allowing team members to focus on campaigns and member engagement activities.

Duties and Responsibilities

What are the core duties/responsibilities required to be performed in the role. (e.g., to provide a full range of administrative support services to the department including x,y,z)

Please provide a bullet point list

- Supporting the retention marketing team with creating and executing BAU communications, ensuring best practice and consistency with BMA brand and tone of voice.
- Data management – ensuring data held within Dotdigital is accurate and up to date.
- Providing support on reporting and campaign metrics.
- Being a point of contact for stakeholders using the Dotdigital platform, providing support on functionality and best practice.
- To complete administrative tasks that support the running of the retention marketing team.

Skill (level and breadth of application)

What relevant experience is necessary to undertake this role? What specialist, technical or professional qualifications are required to be able to perform the job?

How far does the role extend out across the organisation, eg confined to own team, involves co-ordination with another department or requires regular negotiation with many other parts of the organisation. Why is this necessary? Describe the range of issues that are involved in this, eg resolving people's IT problems, collecting information on key research items or advising members on a particular issue.

- Experience of using email marketing platforms, ideally Dotdigital, as well as CRM systems
- Understanding and experience of audience and data segmentation
- Writing and editing skills to produce clear and concise copy that is appropriate in tone
- Interpersonal skills to work well in a team and to relate appropriately to BMA staff, members and elected officials at all levels.
- Audience awareness to understand the needs of different BMA audiences.
- Organisation skills to prioritise workload effectively to meet short deadlines and ability to work to a consistently high level of accuracy.

Intellectual demands (complexity and challenge)

What sorts of problems, situations or issues are typically dealt with? Give any illustrative examples. How are the problems, situations or issues dealt with (eg undertaking original research and analysis or seeking specialist advice)?

To what extent are standard procedures and processes followed when undertaking typical tasks, and how is personal initiative used when solving problems? To what extent is creativity used in solving the problems (eg adopting different approaches, trying things that have not been done before within the organisation or improving/changing previous approaches).

- Managing busy workload, maintaining quality of output.
- Ability to use initiative but know when to escalate an issue/pass to a senior colleague, for example a communication sent to wrong data or incorrect information included in a communication

Judgement (independence and level and impact limitations)

What are the typical decisions that are made in the job without reference to any higher authority? What informs/constrains the decisions (eg expenditure limits, have to follow clearly laid down procedures or working within broad objectives). What influence upon policy, procedures or resources is there (eg giving advice to others)?

Who (or what) is next to be affected by the decisions that are made – for example, supervisor sees them before they leave the team or the whole department sees and has to respond to the change that is made. Give typical example(s) of the consequences of the decisions (eg what impact does the decision-making have on the performance of the team/section/department/organisation)?

- Being able to adapt communication style with different stakeholders
- Maintaining constant communications with retention marketing colleagues and manager

Use of resources (supervision of resources and influence)

What responsibility is there for managing people, equipment, budgets, resources, customer's welfare or confidential information? If this is a staff management role describe what is involved, eg staff reporting, staff development, appraisal, leading a department or the allocation of work.

How does the role fit within the organisation, eg support role, team member, team leader, specialist policy adviser, or leading major areas of core business?

- May be required to use and process sensitive data. Understanding of GDPR and how to manage data will be important. Experience desirable but training can be provided.
- Required to manage confidential information related to industrial action, negotiations or pay.

Communication (level, internal and external demands and significance)

*What people are typically contacted (regardless of the medium) **inside** the Association, eg immediate colleagues, senior managers or administrators? Committee members are the only members classed as internal communication. Normal non-committee membership and doctors are external (see below)*

*Who is in regularly contact with the role holder **outside** of the Association, eg members who are not committee members, suppliers, members of the public? Approximately what percentage of the time is spent on external communications?*

What is the purpose of these contacts, eg conveying information, gathering data?

- Close working with the retention marketing manager, and the retention marketing team, to ensure that communications are being sent out on time and to plan.
- Regular communication with comms and policy colleagues to discuss email requests and requirements. Occasional attendance at directorate editorial meeting.
- Occasional contact with external stakeholders and suppliers – supporting with data and reporting on campaigns

Physical demands & coordination (physical effort and mental strain)

Are there any unusual physical or mental demands of the role; for example, lifting heavy objects, standing for long periods, using VDUs extensively or high levels of concentration?

Normal co-ordination or physical demands associated with an office environment, limited requirement to engage in lifting/carrying/other exertion

Working conditions and emotional demands)

What are the environmental conditions in which the work is conducted, the social and emotional demands faced by the role and the pressures resulting from these?

The job is conducted in a hybrid working environment and is not exposed to hazardous conditions or anti-social behaviour. The role contains minimal personal risk.

Values and behaviours

The post-holder is expected to execute their role in line with our five organisational values.

The following examples illustrate how we are using our values to inform how we act:

We are **leaders** because:

- We strive to always improve
- We take responsibility for our actions
- We collaborate with each other and work as one BMA for the good of our members
- We are proactive and prepared to guide our members and each other

We are **experts** because:

- We understand our members
- We draw on our collective experience and knowledge to solve problems
- We use our insights and research to make decisions
- We provide accurate, credible, relevant and engaging information
- We recognise our strengths and act upon them

We are **committed** because:

- We listen to our members and put them at the heart of everything we do
- We are respectful, inclusive, open and honest with our members and each other
- We approach everything we do with confidence and sensitivity

We are **reliable** because:

- We deliver on what we say we will do
- We are accessible and approachable
- We build trust by being consistent and supportive
- We are positive and decisive whatever the situation

We are **challenging** because:

- We fight, ethically and fearlessly, for the interests of all our members
- We work as a brave, assertive and effective champion for high quality health services and the advancement of the profession

Sign-off

Manager:

Date:

Role holder:

Date: