

Role profile

Role title	Growth marketing Manager (fixed term 12-month contract)
Department and directorate	Communications and policy
Job family level	All BMA London Grade 4
Reports to (job title and name)	Head of Content and Audience
Direct reports (job title and name)	Senior Audience Engagement Executive

Summary – purpose of the role

Describe as concisely as possible the overall purpose of the job and including the core duties/responsibilities required to be performed in the role (eg, to provide a full range of administrative support services to the department including x,y,z)

The growth marketing manager is responsible and accountable for growing the BMA's membership through digital channels. This is across all relevant audience segments from medical students through to senior doctors as well as targeting specific growth opportunities such as foreign trained doctors moving to the UK. The role will also develop and oversee launches of new membership propositions.

S/he will oversee and manage campaigns across all relevant digital channels and will be responsible for – budgeting, drawing together relevant insight data and market research, messaging and creative briefing as well as planning and execution. The goal is to create compelling and distinctive campaigns which are tailored to different audiences based on their needs and positions the BMA brand and proposition as relevant and fresh to the target market. The role will be responsible for maintaining and growing the BMA's non-member database through ongoing prospecting campaigns and activities and to develop and own relationships with partner organisations to achieve those aims.

The role will also support the marketing needs and requirements of field sales and regional teams to ensure a consistent online vs offline marketing experience.

The growth marketing manager will work closely with the retention marketing manager to ensure an integrated and consistent approach across campaigns and communications and to deliver a complete non-member to member journey.



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.

- Educated to a minimum of degree level with relevant professional qualification (preferably with a postgraduate marketing qualification, such as CIM/MRS) or equivalent relevant professional experience
- Demonstrable experience of delivering effective acquisition programmes - likely to have 6 years or more marketing experience with particular expertise in digital marketing and experience, knowledge and skills in product marketing
- Strong influencing and negotiation skills
- Ability to use market research and data analysis to establish trends and understand customer need, interpreting broad ranging qualitative and quantitative data with ease
- Good understanding of wider trends and innovations in marketing, particularly in digital marketing
- Demonstrable evidence of strategic thinking, and the ability to transform strategy into tangible operational marketing activity in a coordinated fashion
- Commercial experience and commercial acumen to deliver ROI
- Good verbal and written communication and presentation skills
- Experience of leading, developing and motivating teams
- Experience of budget planning and management, including procuring and managing external agencies/suppliers
- Ability to engage with and deliver through strong relationships with other teams across the organisation, with strong stakeholder engagement skills,

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).

- Plan and orchestrate the execution of all recruitment campaigns, ranging from tactical/one-off to annual/ongoing campaigns
- Work closely with the other teams such as the BMA's face to face sales team, the membership team, social media, content and digital to ensure maximum audience reach and conversion of prospects to members
- Own best practice in key marketing channels, particularly email, and including other outbound channels such as PPC and social media
- Agility of thinking and approaches to ensure campaign performance is maximised, drawing on examples from competitors as well as non-health sectors
- Gain and share insight to ensure that member services address the needs of prospective members

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)?

Judgement (independence and level and impact limitations)

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)?

- Lead and oversee the design and delivery of all recruitment campaigns. Manage agreed budgets and decide on resource needs and delivery to set business targets and goals. The impact of these will be seen in the BMA's overall membership position as well as the perception and reputation of the association amongst non-BMA members.
- Analyse the impact of 'touch-point' interactions as part of recruitment campaigns, sharing insight with the wider business to improve member engagement on a continual basis to deliver an excellent member experience
- Oversee analyses of campaigns working closely with the relevant data experts, develop key messages, optimise performance and impact to achieve commercial business objectives
- Commission research to gain insight from non-member doctors (where this can't be gained from the analysis of touch-points or membership performance data) to maximise campaign performance

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?

- Be responsible for the line-management of the Senior Audience Engagement Officer
- Provide regular management reports and information relating to membership and recruitment/retention campaigns - in particular, quarterly reviews of marketing and engagement activities
- Support the development of relevant business cases, as required

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?

- Be responsible for the line-management of the Senior Audience Engagement Officer
- Members – both elected and grass-roots
- Colleagues in Communications and Policy as well as wider teams such as colleagues in member relations, strategy & insight and technology services
- Build and manage relationships with external suppliers

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?

—

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?

—

BMA competency level required

Behavioural competency	Level
Personal responsibility – demonstrates a positive attitude and takes ownership and responsibility for work performance	
Service focus – demonstrates an understanding of customer needs and has a service orientation	
Gathering information – is driven to seek out information and carries out research to the level required to achieve objectives	
Team working – works with colleagues cooperatively in own department and the wider organisation	
Influencing others – persuades others to support a viewpoint and achieve their participation	
Dealing with change – implements and adapts to new ideas and ways of working at individual, team and organisational level	
Creativity and innovation – takes a creative approach to work, identifies new ways of doing things and develops ideas to benefit the association	
Managing and developing people – sets goals and ensures others perform to their full potential and meet required standards	
Leading people – communicates goals, engages and motivates others to achieve	

Sign-off	
Manager:	Date:
Role holder:	Date: