

Role profile

Role title	Retention marketing Manager (12-month fixed term 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)	Audience Engagement Executive x 2; Member Benefits Officer

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 retention marketing Manager is responsible for overall retention and renewal communications and campaigning to ensure retention levels are improved and to contribute to a growing membership base for the BMA.

The role will establish and deliver a framework for managing interactions with doctors –largely through digital channels - creating demand to support recruitment and ownership of retention to drive member loyalty and advocacy. This will be delivered through creative and data-led strategies based on a deep understanding of audience segments (from medical students through to senior doctors and retired members), promotion of relevant products and services and a broad understanding of the wider health landscape. The role will have a continuous grasp on member engagement levels in order to design and evolve communications based on frequency, relevancy and need.

The role will also be responsible for both the launch of and the ongoing promotion of products and services to BMA members as well as overall planning of digital communications – including email and SMS - to members based on wider planning and prioritisation set out by the association. S/he will also support wider external/influencing campaigns where member engagement and involvement are priorities.

The retention marketing manager will work closely with the growth 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 loyalty programmes - likely to have 6 years or more marketing experience
- 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 as well as experience and knowledge of the management and use of CRM systems for 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 retention and renewals 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 engagement, interactions and use of products and services by BMA members
- Own best practice in key marketing channels, particularly email, and including other outbound channels such as PPC, SMS and social media
- Translate grassroots doctors needs and strategic brand direction into tangible member experience, ensuring alignment of operational activity throughout the membership life-cycle (attraction, welcome, usage, renewal and exit)
- Excellent stakeholder management in order to balance priorities balancing audience and organisations needs and priorities
- Gain and share insight to ensure that member services address the needs of members and 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)?

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, oversee the design and delivery of all membership journeys and resulting retention and renewals campaigns to deliver co-ordinated and consistent marketing communications and engagement
- Analyse the impact of 'touch-point' interactions, sharing insight with the wider business to improve member engagement on a continual basis to deliver an excellent member experience
- Oversee analyses of campaigns (retention and influencing), working closely with the Digital Analyst to enhance segmentation, develop key messages, optimise performance and impact to achieve commercial business objectives
- Commission research to gain insight from doctors (where this can't be gained from the analysis of touch-points or membership performance data) to continually enhance journeys

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 Audience Engagement Executives and the member benefits officer
- Manage a retention marketing budget to include where necessary contractor or external agency support
- 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 Audience Engagement Executives and member benefits 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?

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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?

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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: