

ROLE PROFILE

ROLE	Member Engagement Executive
DEPARTMENT	Marketing Communications and Membership
LOCATION	Welwyn Garden City, Hertfordshire
REPORTS TO	Head of Membership
DIRECT REPORTS	None
PURPOSE OF ROLE	
<p>IAM RoadSmart is the trading name for the Institute of Advanced Motorists (IAM), the UK's leading road safety charity. Formed in 1956, the organisation trains motorists and motorcyclists in advanced driving and riding techniques. Since then, huge changes have taken place on UK roads. More people are on the road, the vehicles are more advanced and there are more technological distractions in our cars. Developing the skills of driver and riders is therefore more important than ever.</p> <p>A key member of IAM RoadSmart's membership team, the Member Engagement (Experience) Executive works closely with the Head of Membership producing and developing high quality, engaging member specific content that will be used on various online and offline channels primarily aimed at engaging members and creating a (world-class) membership experience.</p> <p>Supporting, growing and diversifying the membership of the organisation to advance our mission to make better drivers and rider and achieve our vision to make UK roads safer for all, the role will involve regular liaison with IAM RoadSmart colleagues and members across the UK to identify and provide consistently high quality, engaging content that maintains an exceptional experience for new and existing members at all stages of their membership.</p>	
RESPONSIBILITY AREAS	
<ol style="list-style-type: none"> 1. Assist the Head of Membership to devise, deliver and evaluate an effective cross-channel member content strategy aimed at engaging our key audiences to develop a pipeline of member prospects. 2. Write clear, persuasive and original copy for emails and direct marketing for our members at all stages of their life cycle (recruitment, on-boarding, renewal and reinstatement) working in partnership with other members of the Marketing, Communications and Membership team. 3. Co-ordinate, write and publish regular high quality, engaging content for the members' pages of the website to maintain an up to date presence for our whole member offer. 4. Produce content for the member magazine, RoadSmart, working with other colleagues, members and group officials and external agency partners. 5. Design, deliver and report on a variety of surveys / questionnaires aimed at engaging different segments of IAM RoadSmart membership to provide member intelligence and insights. 6. Co-ordinate and write member-focused content to support the Areas Service Delivery Managers and local group officials and drive member recruitment. 7. Co-ordinate and write content to support the delivery and growth of member engagement and recruitment events, contributing towards planning. 8. Assist the Head of Membership in advising membership customer services colleagues to answer referred member and non-member enquiries. 9. Co-ordinate the generation and quality assurance of mailing lists for member related communications and engagement ensuring compliance with GDPR, PECR and other relevant legislation. 10. Maintain and develop current membership renewal notifications, reminders and follow-ups on lapsed members to meet membership retention rates and income targets. 11. Contribute to the campaign planning of the Marketing, Communications and Membership team on behalf of the whole organisation, making suggestions for recruitment and retention campaigns as well as target audiences to assist marketing efforts. 12. Champion and advocate for members in order to improve the overall customer experience. 13. Assist the Head of Membership in conducting research to understand member motivation for being a member of IAM RoadSmart or leaving the organisation 	

14. Assist the Head of Membership in administrative duties to ensure budgets are managed effectively and reporting on membership KPIs and PIs is timely and informative.
15. Represent IAM RoadSmart at meetings, events and exhibitions as appropriate, promoting the benefits of becoming an IAM RoadSmart associate / member.

CONTROLS

- Annual appraisal of performance against agreed objectives
- Regular one to one meetings with Head of Membership
- Regular attendance at team meetings

KNOWLEDGE, EXPERIENCE AND KEY COMPETENCIES

Knowledge

ESSENTIAL

- Sound knowledge of GDPR, PECR and other legislation associated with marketing and communications delivery compliance
- Knowledge of the principles of proof reading and editing
- Demonstrable knowledge of B2C engagement channels and tactics and emerging trends in the market.

DESIRABLE

- Knowledge of editing website and graphic design
- Knowledge of membership and customer management systems and processes
- Knowledge of customer and membership retention and incentive programmes

Experience

ESSENTIAL

- Demonstrable experience of writing, editing and producing high quality copy for print, email, web and digital media
- Proven excellent detail-oriented communication and negotiation skills, orally and in writing
- Demonstrable evidence of writing high quality direct marketing content
- Proven ability to work on several campaigns and projects at once, sometimes under pressure and to tight deadlines
- Proven copy writing and editing skills under pressure
- Excellent attention to detail and quality control
- Excellent understanding of creating segmented content and messaging
- Proven team worker, demonstrably able to build and maintain strong working relationship
- A strong and demonstrable customer service ethos

DESIRABLE

- Educated to degree level or equivalent
- Experience in or an understanding of membership organisations
- Understanding of segmentation A/B testing personalisation reporting insights from data and knowledge of latest channel marketing ideas
- Writing for SEO
- Direct or digital marketing qualification
- Member of a relevant professional body / evidence of commitment to continuous professional development

Key Competencies

Communication	Excellent communicator and influencer. Inspired others to enhance their communication skills. Adapts communications style to match the needs and understanding of different audiences. Practises active listening skills and thoughtfully intervenes to promote communicate, diffuse tension and resolve problems. Able to establish inter-departmental skills easily and uses formal presentation skills effectively.
Planning and organising	Manages work logically through consistently setting and prioritising own workload. Sends regular relevant updates to their line manager. Consistently meets deadlines for delivery, anticipating and re-negotiating where appropriate to manage realistic workload.
Flexibility	Learns from experience, is prepared to change own views or approach in light of new information. Copes well and helps others deal with ongoing demands of change.
Quality commitment	Consistently improves results and exceeds standards of work of self and others. Never compromises standards but instead leads by example
Professionalism and commercial awareness	Assesses and evaluates own and others work in commercial terms. Understands the market's dynamics. Contributes to the organisation's long term plans and regularly checks and updates knowledge of others. Actively seeks to understand the customers' business and perspective.
Influencing	Develops interpersonal style and methods to guide others towards a goal or achievement. Gains acceptance of ideas and plans from others. Addresses issues in an open, constructive and professional manner. Inspires and persuades others to voluntarily follow directions and adopt new positions or opinions.
Technical and specialist knowledge	Applies knowledge and experience to meet complex needs. Is recognised as a credible practitioner in own field.
Drive and teamwork	Sets high standards for self and others. Challenges negative behaviours and responses in a positive way. Encourages people to be optimistic with a can-do attitude and focus. Committed to team goals. Promotes and assists team working. Supports team changes with a positive manner.
Problem solving	Finds trends and relationships and shows insight into the root cause of problems. Explores various solutions to problem, weighing up the cost, risk, benefit and value of each and selecting the appropriate course of action. identifies new or related lines of research that leads to a more successful and complete conclusion
Commitment and resilience	Thrives from putting the organisation's mission and vision into life. Adopts an energetic approach towards responsibilities.

NOTE: This role definition is not all-inclusive.
Employee will be required to perform other related duties as required.