

ROLE PROFILE

ROLE	Membership Marketing Manager
DEPARTMENT	Marketing, Communications and Membership
LOCATION	Welwyn Garden City, Hertfordshire
REPORTS TO	Head of Membership
DIRECT REPORTS	None
PURPOSE OF ROLE	
<p>With a particular focus on results and ROI, the Membership Marketing Manager is responsible for the delivery of strategic marketing activity – insights, product development, go-to-market campaigns – with a primary focus on growth for B2C products, services and markets.</p> <p>The Membership Marketing Manager is a senior member of a wider strategic marketing and communications and membership team. Strongly focused on results, activity will contribute towards meeting IAM RoadSmart strategic objectives and targets for membership acquisition and retention, product sale, income growth, brand awareness and policy influence.</p> <p>The Marketing Manager is a trusted advisor across IAM RoadSmart, particularly in relation to the Membership, Field Operations and Customer Service teams. Expected to be able to travel across the UK, sometimes at short notice, to fulfil the membership marketing requirements of the organisation and its key stakeholders.</p>	
RESPONSIBILITY AREAS	
<ol style="list-style-type: none"> 1) Plan, deliver and evaluate acquisition, engagement and retention marketing plans to grow IAM RoadSmart's membership, increasing brand awareness of the organisation's B2C products and services. 2) Use customer, market and competitor data and analysis to inform planning and positioning and establish an evidence base for potential new products and services for the product development pipeline, working closely with product owners to build business cases for strategic approval. 3) Working closely with the Head of Membership, Head of Marketing and Communications and product owners, ensure new membership products and services are properly supported by marketing and communications services from inception, planning and scheduling launch campaign activity and managing ongoing membership marketing campaigns budgets. 4) Plan and deliver go-to-market campaigns for all existing and new membership products, informing project budgets, timescales and KPIs to maximise opportunities for delivering new or enhanced revenue and / or membership. 5) Initiate and deliver multiple cross-channel membership marketing initiatives, in line with the annual marketing, communications and membership delivery plan, contributing towards organisational goals and targets. 6) Create and curate membership content that supports member acquisition, engagement, and retention activity, including but not limited to seminars, webinars, white papers, infographics, video content, blogs, promotional material, email newsletters and digital marketing campaigns. 7) Prepare budgets and track spend to ensure campaigns are delivered on time and on budget, negotiating good rates for all bought-in services. 8) Regularly monitor and report on response rates to evaluate each campaign based on objectives and industry norms. 9) Actively support the product lifecycle management of B2C products and services 10) Organise exposure at key events and exhibitions, including booking, brand and asset management and stand resourcing. 11) Working closely with the Digital Content team, optimise and implement social media updates, Google Analytics, SEO, paid-for advertising and ad-words campaigns to generate awareness, interest and purchase of IAM RoadSmart's membership products and services, contributing towards meeting the financial performance targets of the organisation. 12) Working closely with the Digital Content Manager, create, update and maintain all web content relating to IAM RoadSmart's consumer-facing products to ensure it remains current, relevant and 	

compelling, and also to inform decision-making on the online customer journey for visitors to this content and in order to optimise conversion to sales and revenue generation.

- 13) Work collaboratively across the Marketing, Communications and Membership team and with the wider organisation to ensure consistent delivery of IAM RoadSmart's brand and strategic aims

CONTROLS

- Budgeted revenue targets for advanced driving and riding, membership and consumer product portfolio
- Regular one to one meetings with the Head of Membership
- Regular team meetings
- Annual appraisal and performance against agreed objectives
- Campaign budget management
- Performance against KPIs
- Weekly and monthly reporting of activity to Director

KNOWLEDGE, EXPERIENCE AND KEY COMPETENCIES

Knowledge

Essential

- Degree in business / marketing or equivalent experience
- Sound knowledge of GDPR, PECR and other legislation associated with marketing and communications delivery compliance
- Knowledge of customer, market and competitor research techniques

Desirable

- Member of a relevant professional body and demonstrable evidence of commitment to continuous professional development
- Knowledge of motoring/driving/transport/membership industries would be an advantage
- Knowledge of content marketing platforms
- Knowledge of inbound and content marketing
- IAM RoadSmart standard of driving

Experience

Essential

- Strong demonstrable experience in marketing and communications
- Proven track record of successful lead generation focussed campaign initiation and deployment for business to business and / or consumer marketing using a mix of traditional and digital marketing methods
- Experience of gathering and analysing customer, market and competitor data to inform product development and marketing initiatives
- Demonstrable evidence of successfully working with marketing agencies to deliver results
- Strongly demonstrated written and oral communications skills, with a proven attention to detail and an ability to adopt different styles according to audience.

Desirable

- Experience in a commercially-focused environment, B2C marketing and a multi-market role
- Experience of successfully launching new products and services
- Experience of managing budgets

- A proven track record of writing first class, compelling and persuasive copy for online and offline marketing assets.
- Proven track record of effective project management skills that deliver on time and to budget

Key Competencies

Communication	Excellent communicator and influencer. Inspires 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.