



**Voluntary Organisations Disability Group**

## **Job Description**

Job title	Membership and Marketing Officer
Reports to	Head of Membership and Operations
Location	Home based with occasional travel for meetings
Hours and contract	22.5 Hours per week, permanent

### **About VODG**

The Voluntary Organisations Disability Group (VODG) represents over 130 organisations within the voluntary sector whose work is focused on enabling disabled people of all ages to live the lives they choose. VODG believes that an ambitious, trusted and vibrant voluntary sector that works together is critical to achieving this aim.

VODG's mission is focused on two key areas – enabling our members to be the best they can and improving the environment in which our members operate. VODG believes that policy and influencing should centre around the views of disabled people and be influenced by professional expertise.

### **Introduction to the role**

This role is for an exceptional professional who can:

- Assist in driving member engagement.
- Support the membership lifecycle from joining to renewal.
- Help to ensure that members receive valuable membership experiences.
- Develop and deliver a carefully selected range of membership services.
- Responsible for the promotion and marketing of membership.

### **Purpose of role**

The Membership and Marketing Officer will:

- Ensure VODG's vision and mission, and values and beliefs inform all aspects of the delivery of this role.
- Support in the management and marketing of our members and events.
- Assist in the segmentation of membership journeys, the refinement of membership propositions and help to drive membership lifetime value.
- Provide an excellent front-facing service to our members and stakeholders.
- Make an active contribution to the business and support the organisation to deliver on its priorities, working collaboratively with the leadership team and other staff colleagues.

- Be responsible for own professional development.

## **Specific responsibilities and duties**

### ***Membership***

- Develop and implement new membership engagement programs.
- Help identify and cultivate new members and retain current members.
- Develop creative and engaging membership marketing materials.
- Act as first point of contact for membership enquiries.
- Deliver high-quality, membership-related advice and administrative service to our members.
- Support the administration of applications for membership.
- Administer membership application invoices, payment processing and conduct debt chasing as required.
- Produce and distribute certificates and welcome packs for new members.
- Assist with all aspects of the membership renewal administrative process as required.

### ***Communications and marketing***

- Develop strategy, manage, and grow VODG's social media engagement.
- Manage, promote, and grow VODG's peer-to-peer on-line support community.
- Oversee member communication, including content of weekly and monthly member focused email newsletters, event announcements and reminders across multiple platforms (email, social, etc.).
- Help develop marketing content for VODG's annual conference and other events.
- Conduct member research and continuous discovery to understand the needs of both members and non-members to help shape the future of membership.

### ***Conference and events***

- Support in the organisation of the VODG conferences, professional network meetings, the AGM and other events.
- Responsible for the preparation and production of all event bulletins for publication.
- Forward planning, management of the VODG events calendar.
- Undertaking administrative work relating to conferences and events.
- Support the delivery of excellent events, including post-event follow-up.
- Liaise with external suppliers as required to secure products and services.
- Liaise with speakers (where required), managing and communicating logistical arrangements.
- Maintain and promote internally and externally, VODG's events calendar.

### ***Database and Website***

- Effective management of new website, producing engaging content that aligns with our brand and optimises the site's digital performance and KPIs.
- Maintaining and updating website for timeliness, accuracy, and relevance.

- Managing conference data analysis processes.
- Keep accurate records of members on the VODG database and comply with all good practice guidance including data protection, security of financial data and equal opportunities.
- Dealing with bounce backs, responding to media alerts about contact changes, liaising with members to clarify details.
- Regular checking of organisation records to ensure details are accurate.
- Manage suppression lists for those who have unsubscribed from newsletters.
- Running de-duplication processes regularly to identify any duplicate contacts and amending CRM appropriately.

**General**

- Support the organisation to achieve its corporate objectives.
- Be a proactive and professional representative of VODG and its values at all times, including in relation to the prioritisation of your own responsibilities and professional development.
- Undertake such duties as may be deemed necessary by the CEO and/or the line manager that are commensurate with the level of this post.

*This job description is not intended to be exhaustive, but rather to provide a framework within which you will work. It will be reviewed in consultation with you as necessary.*

**Person specification**

	Essential	Desirable
<b>Education/Qualifications</b>	<ul style="list-style-type: none"> <li>• Degree in marketing or business or equivalent experience.</li> </ul>	<ul style="list-style-type: none"> <li>• CIM qualification.</li> <li>• Evidence of continuous professional development.</li> </ul>
<b>Experience, skills and knowledge</b>	<p>Significant marketing experience</p> <ul style="list-style-type: none"> <li>• Marketing experience working in a fast-paced environment.</li> <li>• Able to present marketing pitches in a meeting setting to senior managers.</li> <li>• Experience using social media for communication and marketing purposes.</li> <li>• Proven track record of delivering high quality projects and marketing campaigns.</li> <li>• Experience using social media for communication and marketing purposes.</li> <li>• Ability to identify trends and tailor marketing campaigns.</li> </ul>	<ul style="list-style-type: none"> <li>• Previous experience working in a membership body at management level.</li> <li>• Knowledge of membership organisations and the recruitment and retention of members.</li> </ul>

	<ul style="list-style-type: none"> <li>• Digitally literate, with a knowledge of CRM databases, CMS websites and Microsoft Office.</li> <li>• Experience of data management and control.</li> <li>• Able to present articulately, confidently and enthusiastically.</li> </ul> <p>Event management experience</p> <ul style="list-style-type: none"> <li>• Experience supporting the running of events of all sizes according to requirements, target audience and objectives.</li> <li>• Ability to project-manage and curate events – including liaising with suppliers and venues, handling invitations, RSVPs and attendance lists, corresponding with speakers and participants, coordinating the development of supportive materials, managing on the day event logistics, and coordinating follow-ups.</li> <li>• Understanding of budget management and maintaining accurate income and expenditure records.</li> <li>• Have excellent networking skills and the ability to form and develop strong, respectful, professional relationships with wide range of stakeholders.</li> </ul>	
<p><b>Personal qualities (essential)</b></p>	<ul style="list-style-type: none"> <li>• Commitment to VODG’s vision, mission, beliefs and values: <ul style="list-style-type: none"> <li>○ Ambitious – you will always want to secure the best outcomes for yourself and for VODG.</li> <li>○ Collaborative – you will get the best from others and form meaningful partnerships.</li> <li>○ Proactive – you will think laterally, plan ahead, be ‘ahead of the curve’ and always focus on solutions.</li> <li>○ Professional – you will be politically sensitive and represent yourself, VODG and its members in the best light at all times.</li> <li>○ Thoughtful – you will take time when it is appropriate, stay well informed and use evidence to make a case.</li> </ul> </li> </ul>	