Job description

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| **Job title:** | Marketing Manager  |
| **Division:** | Community and Professional Development |
| **Grade:** | Wider Team |
| **Reports to:** | Director of Community and Professional Development |
| **Overall purpose of role:** | * Devises and implements the marketing strategy for SfE’s member retention and recruitment through evidence-based marketing.
* Devises and implements the marketing strategy for SfE’s grants programme.
* Leads on the marketing strategy for SfE Group’s events portfolio.
* Devises and implements marketing activities for SfE Group association clients.
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| **Key accountabilities:** | * Develop and execute evidence-based marketing strategies to:
	+ Maximise SfE member retention and recruitment
	+ Increase delegate attendance at SfE Group’s events
	+ Boost the number of SfE grant applications
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| **Date:** | January 2025  |

Responsibilities

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| **Key responsibilities** |  | **% of time** |
| **Society Marketing** |

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| * Create evidence-based marketing plans to support the Society’s strategic priorities
* Develop and implement engaging member recruitment and retention campaigns via the most appropriate marketing channels.
* Develop and implement marketing strategies to promote and increase applications for Society grants.
* Lead on the marketing strategy for SfE Group’s events portfolio, ensuring that events are effectively branded, positioned, and promoted to maximise delegate attendance and sponsorship revenue.
* Work with the Society’s Partnership Manager to support revenue generation from industry, including producing promotional materials.
* Act as the Society’s brand guardian, liaising with internal teams to ensure that all Society collateral conforms to brand guidelines, and reflects key brand messages.
* Develop a strong knowledge of the Society for Endocrinology’s activities, its membership base and the wider learned society / charity sector, ensuring that the company is following best practice in membership marketing.
* Work with the Director of Community and Professional Development to track Society marketing expenditure and ensure overall expenditure does not exceed budget, inputting to forecasts for internal and external stakeholders as necessary.
* Ensure that SfE Group’s delegate and sponsor data is GDPR-compliant.
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 | 70% |

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| **Key responsibilities** |  | **% of time** |
| **Association Client Marketing** | * Working with the Head of Membership and Governance, coordinate with association clients to understand their needs and ensure marketing activities meet their expectations.
* Create and manage marketing activities to promote association client activities.
 | 20% |
|  **Market Research** | * Research the needs, motivations, and behaviours of current and potential Society members to:
	+ review the value of current member benefits
	+ identify new channels for reaching prospective members
	+ ensure that all marketing communications are appropriately pitched to our target audiences
* Undertake competitor analysis to ensure that the Society is well positioned against its competition.
* Ensure post-event surveys capture key information from delegates to inform future event planning.
* Conduct horizon scanning to identify emerging trends, opportunities, and potential challenges in the field, ensuring the Society remains proactive and forward thinking.
 | 10% |

Person specification

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| **Skills and experience** |  |
| **Technical skills:** | * Thorough understanding of marketing principles, their practical application and how to apply these to meet organizational objectives.
* Excellent copywriting, editing and proof-reading skills: ability to write accurately for a range of intended audiences
* A strong eye for design and ability to clearly brief external designers
* Excellent verbal communication and presentation skills
* Familiarity with digital marketing channels and knowledge of email marketing systems
* Ability to effectively manipulate and interpret data to create clear concise reports.
* Knowledge of trends in marketing for membership and charity sectors.
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| **Experience:** | * Proven experience of planning and delivering evidence-based marketing campaigns to achieve objectives, ideally gained in an academic, charity, healthcare or STM publishing environment.
* Understand the needs, opportunities and challenges of scientific and academic communities.
* Experience of measuring return on investment from marketing campaigns and adapting marketing tactics to maximise campaign effectiveness.
* Experience across multiple marketing channels (social media, websites, email, member magazines, etc.)
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| **Behavioural competencies:** | * Strong organisational skills and ability to multitask and work independently across multiple projects.
* Commercially minded and results-driven, with a focus on evaluating and enhancing the effectiveness of marketing activities to achieve targets.
* Proactive, solutions-orientated approach
* Ability to adapt approach based on feedback, to achieve the desired result
* Good communication skills – written and oral
* Excellent interpersonal skills
* Customer focus: Committed to understanding and meeting the needs of customers, ensuring high levels of satisfaction and fostering positive relationships
* Networking: Building and maintaining professional relationships within the relevant communities of stakeholders.
* Resilience: Able to work under pressure and remain professional at all times.
* Collaboration: Working effectively across all levels of staff within the organization and all other stakeholders.
* Cultural Competence: Respecting and valuing diversity.
* Demonstrates strong self-awareness of own abilities and development needs, and proactively seeks out learning opportunities, both internally and externally, to ensure that these are met.
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| **Other relevant requirements:** | * Excellent spoken and written English
* Willingness to travel in UK and internationally
* Holds a valid Passport
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