

Job Description:

Job Title	Marketing and Sales Manager
Reports To	Director of Communications, Marketing and Branding
Responsible For	Marketing and Sales officers x2 Web and Digital officer Publishing Manager
Directorate	Communications Marketing and Branding
Pay Grade	E
Full / Part Time	Full Time
Hours Per Week	35
Core Benefits	BHSF platinum membership, pension scheme
Optional Benefits	

Role Purpose

The Marketing and Sales Manager is responsible for driving BASW's growth, market presence and member experience. You will oversee the full membership lifecycle, from lead generation to long term engagement - to growing the market share across the four nations of the UK and strengthening BASW's professional reputation.

A key strategic liaison role with National Standing Committee's (NSCs), to report on marketing and sales across the four nations in line with NSCs. You will lead a team of marketing officers, website officer, publishing manager to deliver the membership recruitment and retention marketing strategies.

You will lead the development and delivery of integrated marketing, marketing automation and sales plans across both B2C and B2B audiences that support commercial growth, enhance BASW's brand visibility and ensure members receive high value support throughout their careers and tailored to their specialism.

This includes ownership of the end to end membership recruitment and retention strategy, marketing activity, sales, website and advertising.

You will manage retention and engagement strategies, ensuring high levels of member satisfaction and consistent uptake of BASW's services, CPD offer and programmes. Working closely with colleagues across the organisation, you will oversee all marketing, sales, engagement and brand activity, ensuring alignment with BASW's strategic objectives.

The role also includes maintaining strong CRM driven processes for recruitment, onboarding, retention and personalised engagement. Through effective reporting and use of data insight, you will demonstrate the impact of campaigns and contribute to membership growth and value for members.

Core Responsibilities:

1. Grow BASW membership through the implementation of the BASW marketing and strategy to drive recruitment and retention activities.
2. Leading on the development of BASW's membership marketing and sales strategy across both B2C and B2B to drive recruitment and retention strategies aligned to BASW's business plan.
3. Generating and driving plans for Professional Practice Leads to recruit new members through engagement with employers and HEIs, and measuring impact.
4. Team management of the Marketing and Sales officers and website officer to deliver the plans. Creating feedback loops and providing ongoing improvements and enhancements to the member journey.
5. Develop an excellent onboarding and engaging experience through the lifetime of membership to ensure new members quickly and continuously engage with BASW benefits, services and CPD
6. Using membership data to create personalised engagement paths and marketing automation based on career stage and or specialism to support BASW professional development offer
7. Translate BASW's strategic objectives into commercially viable marketing, sales and membership initiatives. Develop a membership pitch for the organisation to use for all marketing.
8. Understands pricing models, revenue forecasting, cost-benefit analysis and customer lifetime value, and use these to optimise membership growth, retention performance and sales outcomes across our services, CPD/ training and events.
9. Identify value creation opportunities, evaluate risks, and ensure marketing and membership activity delivers measurable return on investment while enhancing member value. Develop 'win-back' and 'member get member' campaigns to grow membership. Making sound commercial decisions based on data, insight and market intelligence.
10. Oversee the scoping and developing and implementation of new membership offers such as group and corporate membership offers to employers and HEIs. Provide direction to the Membership team.
11. Identify key market segments and oversee the creation of compelling content for BASW e-bulletin marketing, automated marketing, reports and the BASW website to communicate member value and offer, creating new leads and building advocacy in our current membership
12. Act as BASW's brand guardian, ensuring all communications reflect the associations professional authority. Lead on BASW's brand positioning, ensuring a consistent tone of voice across all our membership touchpoints.

13. Oversee the production of high-quality creative content including film and design (working with the Publishing Manager), working closely with internal teams to support member growth initiatives and outreach work
14. Lead the marketing and sales officers to ensure effective lead generation via digital campaigns, events and referrals. Utilising multichannel digital campaigns (SEO, social media, email and events) to build a pipeline of prospective members
15. Lead the marketing of training and development and drive delegation sales and sponsorship for BASW UK events. Collaborate with colleagues to market BASW's work and training products
16. Use the Microsoft Dynamics CRM as a central business tool to tailor member propositions and capture lead generation using analytics to provide detailed reports on campaign performance and collaborate with colleagues to measure the impact on membership trends. Maintain accurate records and good data hygiene in the CRM, with compliance of data protection requirements
17. Develop marketing reports to BASW Council and provide regular reporting on marketing KPIs.
18. Undertake activities as necessary and appropriate to the role and grade.
19. To undertake additional duties as required by the Chief Executive.

Person Specification:

Criteria	Essential	Desirable	How Identified
Qualifications / Education			
Degree in Marketing or related field	✓		Application
Professional certification in CIM		✓	Application
Experience			
Minimum 5 years experience in membership or subscription-based role such as professional association, trade body.	✓		Application / Interview
Experience of delivering marketing and sales strategies across both B2C and B2B audiences, tailoring content, propositions and engagement approaches to diverse customer groups.	✓		Application / Interview
Experience in managing and motivating multi-disciplinary teams (sales, membership and marketing)	✓		Application / Interview
Demonstrate ability to meet and exceed revenue targets	✓		Application / Interview
Understanding of membership and subscription based business models		✓	Application / Interview

Ability to achieve and exceed revenue targets	✓		Application / Interview
Awareness of market dynamics and competitor positioning		✓	Application / Interview
Strong commercial insight into pricing strategies and growth	✓		Application / Interview
Strong relationship- building and networking skills	✓		Application / Interview
Experience in selling to senior stakeholders and decision-makers	✓		Application / Interview
Highly organised and results driven	✓		Application / Interview
Skills / Knowledge / Abilities			
Proficiency in CRM (Microsoft Dynamics),	✓		Application / Interview
Deep understanding of CRM workflows and automated marketing tools	✓		Application / Interview
SEO, GA4 and digital marketing tools	✓		Application / Interview
Exceptional writing skills	✓		Interview and working assessment
Confident in creative digital software	✓		Interview and working assessment
Commercial acumen	✓		Application / Interview
Personal Qualities			
Self motivated and comfortable in working remotely	✓		Interview
Willing to attend meetings and events when required in the UK	✓		Interview
A genuine passion for supporting professionals and advancing the social work profession	✓		Interview
Equal Opportunities			
Full commitment to promoting Equal Opportunities	✓		Interview
Health and Safety			
Full commitment to promoting the highest standards of Health & Safety performance	✓		Interview