

Job Description:

Job Title	Marketing and Sales Officer
Reports To	Marketing and Sales Manager
Responsible For	
Directorate	Communications Marketing and Branding
Pay Grade	C
Full / Part Time	Full Time
Hours Per Week	35
Core Benefits	BHSF platinum membership, pension scheme
Optional Benefits	

Role Purpose

Responsible for the day-to-day activities that drive member recruitment and retention. You will focus on converting prospective leads into active membership, increase event attendance and ensure existing members are fully engaged and aware of their member benefits.

Implement core business strategies to realise increased growth and retention of members e.g. marketing strategy

Proficient in CRM systems you will bring a blend of marketing, sales, CMS and social media experience to create compelling reasons to join BASW, using personalised content which is segmented by specialisms and tailored to the four nations of the UK.

Core Responsibilities:

1. Support the delivery of targeted sales and marketing plans to recruit and retain members.
2. Support the Policy and Practice Leads in recruitment activity with employers and HEIs, with the development of materials and follow up engagement.
3. Plan and deliver targeted automated email or social media marketing campaigns to highlight BASW membership benefits (eg insurance, Advice and Representation) and CPD.
4. Ensure social media posts, CMS content and all content maintain BASW's tone of voice, are accessible and engaging. Able to create quick professional digital graphics and short form films for creative content
5. Create hook content that drives traffic to BASW's join landing page or to drive event attendance to BASW events

6. Write engaging copy for BASW membership newsletters/ebulletins, social media and the BASW website, engage with members to feature member spotlights and encourage peer to peer recruitment and share infographics that demonstrate BASW's value.
7. Run small-scale adverts for Google ads, LinkedIn / Meta ad campaigns targeting specific job titles or regions to drive recruitment, planned around key milestones such as graduation and large membership renewals.
8. Coordinate the distribution of marketing materials including promotional content and resources
9. Develop marketing materials for new offers or targeted copy for key audiences such as employers and students.
10. Assist in the marketing of BASW events, webinars, training and development to boost attendance
11. Assist in the managing of the onboarding journey to ensure members receive value in their membership in the first few months of membership. And coordinate with the membership team to create reminders to renew / and discover your benefits email and social media campaigns
12. Working with the membership team, support follow-up campaigns for recently lapsed members to encourage rejoin and campaigns to secure join forms from partially completed joining forms.
13. Maintain accurate membership records ensuring all interactions are logged for reporting
14. Collate data on campaign performance, track socials and email click through rates to the membership pages.

Person Specification:

Criteria	Essential	Desirable	How Identified
Qualifications / Education			
Degree level or equivalent experience	✓		Application Form / Certificates
Degree in Marketing, sales or similar		✓	Application Form/ Certificates

Experience			
Experience in a marketing, sales role	✓		Application Form / interview
Experience working within a professional membership body		✓	Application Form
Experience in managing professional social accounts such as LinkedIn, Instagram and Facebook	✓		Application Form / interview
Skills / Knowledge / Abilities			
Proficient in CRM systems – Dynamics desirable	✓	✓	Application Form
Skilled in email marketing platforms – Dynamics desirable	✓	✓	Application Form
Experience in scheduling and social listening tools	✓		Application Form
Strong copywriting skills	✓		Skills test
Basic proficiency in design skills	✓		Skills test
Organisational skills	✓		Skills test
Personal Qualities			
Self starter, able to work remotely	✓		Application Form
A keen eye to detail, accuracy and clean data mindset	✓		Application Form
A logical approach to troubleshooting and able to explain complex tech issues to colleagues	✓		Application Form
Equal Opportunities			
Full commitment to promoting Equal Opportunities	✓		Interview
Health and Safety			
Full commitment to promoting the highest standards of Health & Safety performance	✓		Interview