



International Society of Ultrasound in Obstetrics and Gynecology

Job Description: Membership Manager

Responsible to:	Director of Communications and Engagement
Staff liaisons:	Senior Education Marketing Coordinator, Digital Communications Coordinator, Marketing Manager, Operations' Membership team
Status:	Permanent, 5 days (37.5 hours) per week
Salary:	£43,500 per annum plus benefits
Location:	The role is based from ISUOG House, 122 Freston Road, London, W10 6TR (although subject to temporary home working due to COVID-19 restrictions).

Job context

The International Society of Ultrasound in Obstetrics and Gynecology (ISUOG) is a highly respected professional membership organisation across 140 countries, comprised primarily of clinicians who are ultrasound experts in the field of obstetrics and gynecology. The Society includes obstetricians and gynecologists, trainees, medical doctors, scientists, sonographers, midwives and other health professionals who work to advance women's health and wellbeing globally. Our mission is to improve women's health through the provision, advancement and dissemination of the highest quality education, standards and research information around ultrasound in obstetrics and gynecology. This is achieved through education and training, programmatic initiatives and advocacy.

Job purpose:

- To drive the growth of ISUOG's Membership and increase the Society's profile internationally
- To engage and retain ISUOG's existing members and build a vibrant, active and engaged community
- To ensure a high quality service for all ISUOG's members and to develop the value proposition, ensuring optimal pricing across all Membership categories
- To create and deliver marketing and promotion across all Membership products
- To ensure the integrity and maximise the impact of ISUOG's image and messaging to its members
- To strengthen ISUOG's brand
- To support ISUOG's strategy and financial stability through the above
- To implement the recommendations from the recently-commissioned Membership Report

Main duties and responsibilities:

- **Quality assurance**
 - Maintain quality of own workload on a day to day basis
 - Constantly improve the quality of service for ISUOG members and other stakeholders
 - Work with the Director of Communications and Engagement and the Director of Operations to improve and develop appropriate systems of working for Membership and Marketing
 - Develop a proactive and results-driven culture within the team, whilst promoting a collaborative approach to working with internal departments

- **Membership growth and retention**

- Take responsibility for the entire Membership journey, managing all Membership services and engagement, driving Membership growth and ensuring maximum retention
- Develop, manage and implement a comprehensive Membership growth strategy, covering recruitment, marketing and retention, in order to deliver volume and income growth against ambitious targets
- Develop key partnerships to increase Membership, reach and influence internationally
- Evaluate and analyse ISUOG's internal and external environments, including Membership feedback and trends, developing appropriate marketing and communication strategies to drive the growth in and retention of members internationally
- Undertake a Membership database segmentation exercise, defining persona profiles and creating strategies to target accordingly
- Design, develop and implement a Membership loyalty program
- Expand and manage ISUOG's Trainee Membership program
- Oversee all Membership renewal systems and communications, supporting others within the team

- **Membership services and communication**

- Undertake market research, evaluations and analysis of Member needs to improve Member services and products
- Review, develop and drive improvements in the value proposition for Membership, ensuring optimum pricing across all Membership categories
- Design, implement and manage effective Membership processes and fulfilment that champion high levels of customer service
- Improve and develop Membership services through the CMS web resources
- Act as the primary contact for Members beyond the day-to-day administration
- Liaise and collaborate with the Events, Education and Journal teams to ensure member communication is aligned, coherent and current
- Promote ISUOG Membership, educational activities and resources at events
- Design, develop and implement mentoring programmes
- Provide regular data analysis and reporting, including web analytics, Membership growth and retention
- Coordinate the translation of Membership resources as needed
- Support the Director of Communications and Engagement in the implementation of ISUOG's marketing and promotion plan, sourcing new promotional opportunities including content for email campaigns, direct mailings and the Society's member newsletter.

- **Other**

- Support the Director of Communications and Engagement in relation to ISUOG's regionalisation strategy
- Assist in the Society's Annual World Congress and other projects as required
- Support the Director of Communications and Engagement as the liaison for the Advisory Membership and Ambassadors groups

- **General:**

- Compliance with ISUOG policies
- Development of positive relationships with stakeholders
- Performance of other duties as necessary, which are reasonable, to meet the needs of the organisation
- Commitment to the organisation's aims and values

This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post-holder is expected to perform. The job description will be reviewed regularly and may be changed in light of experience and in consultation with the post-holder.

Success in this role will be measured against the Key Performance Indicators of the Society relating to the quantitative growth of Membership numbers and Membership income, user satisfaction and sustainable funding.

Person specification:

Attributes	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> ▪ Good first degree, minimum 2:1 	<ul style="list-style-type: none"> ▪ Further membership / marketing qualification ▪ Qualification in science / health communications
Experience	<ul style="list-style-type: none"> ▪ Working for a Membership organisation ▪ Designing, implementing and managing engagement plans for Membership ▪ Creating, implementing and managing quality processes ▪ Implementing and managing marketing campaigns ▪ CRM / CMS / Website projects ▪ Budget-setting and cost management ▪ Reporting through KPIs ▪ Line management 	<ul style="list-style-type: none"> ▪ Working with international committees ▪ Working with medical professionals ▪ Working in a small team environment ▪ Segmenting Membership databases, defining persona profiles and targeting accordingly
Knowledge and skills	<ul style="list-style-type: none"> ▪ Exceptional communication and presentation skills (written and verbal) across different cultures / professions ▪ Excellent command of English, particularly in written form ▪ Ability to manage a varied and unpredictable workload ▪ An excellent level of IT literacy including use of databases ▪ Relationship building ▪ Organising own workload ▪ Accuracy and attention to detail ▪ Writing news / reports ▪ Social media and digital communications 	<ul style="list-style-type: none"> ▪ Other languages (particularly Mandarin, Japanese, Spanish, French) ▪ Business skills
Personal qualities	<ul style="list-style-type: none"> ▪ Proactive and autonomous ▪ Personable and approachable ▪ Dynamic and well organised 	

	<ul style="list-style-type: none"> ▪ Flexible and team-orientated ▪ Good initiative ▪ Cultural awareness and sensitivity ▪ Customer-orientated 	
Motivation and expectations	<ul style="list-style-type: none"> ▪ Desire to contribute ▪ Open-minded with a commitment to diversity ▪ Willing to take responsibility ▪ Willingness and ability to travel overseas on occasions ▪ Committed to ISUOG's values 	<ul style="list-style-type: none"> ▪ An interest in and commitment to women's health