

International Society of Ultrasound in Obstetrics and Gynecology

Job description: Membership Engagement Coordinator

Responsible to: Director of communications and marketing
Status: Permanent
Location: London, W10
Hours: 35 hours per week, Monday to Friday, 9.00 am to 5.00 pm. The nature of the work is such that employees may be required from time to time to work outside the hours stated or from locations outside the UK
Salary: £26,000-30,000 per annum depending on skills and experience

Purpose of the role:

- To grow ISUOG's membership and increase the Society's profile internationally
- To engage and retain ISUOG's existing members
- To ensure a high quality service for all ISUOG's members
- To create and deliver marketing and promotion across all member products
- To ensure integrity and impact of ISUOG's image and messaging to its members
- To strengthen ISUOG's brand
- To support the Society's strategy and financial stability through the above

Responsibilities:

1. General – quality assurance
 - Maintaining quality of own workload on a day to day basis
 - Constantly improving quality of service for ISUOG members and other stakeholders
 - Working with the Director of Communications and Marketing and 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
2. Acting as a main point of contact for ISUOG's members
3. Implementing effective membership processes and fulfilment that champion high levels of customer service.
4. Improving and developing member services through the CMS web resources.
5. Regular data reporting: web analytics, social media, member numbers, engagement
6. Developing and implementing the Society's marketing and promotion plan and sourcing new promotional opportunities including content for email campaigns, Facebook, direct mailings and the Society's member newsletter.
7. Supporting the design and implementation of a loyalty programme for members
8. Working across the events, education and journal teams to ensure member communication is coherent and current.
9. Evaluating and enhancing ISUOG's digital presence (website and social media)
10. Performing market evaluations and analysing member needs to improve member services and products.
11. Expanding and managing the Society's Trainee membership program.
12. Assisting the Society's annual World Congress and other projects as required.
13. Coordinating translations of resources as needed
14. Carrying out other duties as necessary to meet the needs of the Society

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

Person specification:

Attributes	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> ▪ Good honours degree 	<ul style="list-style-type: none"> ▪ Membership and marketing background ▪ Further degree (communications and/or marketing)
Experience	<ul style="list-style-type: none"> ▪ Minimum 3 years in a <u>relevant</u> role ▪ Working for a membership organisation ▪ Organising own workload ▪ Creating and implementing quality processes ▪ Organising and implement marketing campaigns ▪ CRM / CMS / website projects 	<ul style="list-style-type: none"> ▪ Working with international committees ▪ Working with medical professionals ▪ Living / working / travelling overseas ▪ Experiencing small team environment
Knowledge and skills	<ul style="list-style-type: none"> ▪ Exceptional communication skills (written and verbal) across different cultures / professions ▪ Ability to manage a varied and unpredictable workload ▪ A good level of IT literacy including use of databases and Power Point. ▪ Relationship building ▪ Accuracy and attention to detail ▪ Writing news / reports ▪ Social media and digital communications ▪ Report through KPIs 	<ul style="list-style-type: none"> ▪ Other languages (particularly Mandarin, Japanese, Spanish, German) ▪ Familiarity with research methods ▪ Science / health communications ▪ Familiarity with membership engagement strategies
Personal qualities	<ul style="list-style-type: none"> ▪ Proactive and autonomous ▪ Personable and approachable ▪ Dynamic and well organised ▪ Flexible and team orientated ▪ Good initiative ▪ Cultural awareness and sensitivity ▪ Customer orientated 	
Motivation and expectations	<ul style="list-style-type: none"> ▪ Desire to contribute ▪ Awareness of and interest in issues in global public health / women's health ▪ Open minded with a commitment to diversity ▪ Willing to take responsibility ▪ Willingness and ability to travel overseas on occasions. 	