Role Profile

Role Title:  Head of Marketing
Responsible to:  Membership and Commercial Director

Purpose of Role:
- To lead BVA’s marketing strategy and its implementation across all areas of the organisation

Key Responsibilities:
- Marketing strategy and analysis
  - Lead on development and implementation of BVA’s marketing strategy, ensuring membership growth is achieved through improved membership retention and recruitment
  - Utilise member research and data insights, market conditions and competitor data to optimise marketing strategy and campaigns
  - Lead on recruitment campaigns - reporting return on investment
  - Oversee implementation of BVA’s member retention strategy
  - Work with the digital and membership teams to launch new membership strategy initiatives
- Canine Health Schemes
  - Lead the development and implementation of the CHS marketing strategy
  - Deliver increased submissions to the scheme
  - Increase online submissions
- Brand management
  - Lead on development of the BVA brand
  - Act as brand guardian
  - Ensure consistency in the quality of all marketing communications – both print and digital
- Event management
  - Oversee delivery of BVA’s CPD programme
  - Lead on development and implementation of future CPD strategy
  - Responsibility for managing BVA’s presence at external events
- Ensure effective management of BVA’s relationships with our commercial partners
- Carry out other duties as required as a member of the management team
- Team Management
  - Responsible for the line management of 1 Marketing Officer, 1 CPD and Events Officer and 1 Relationship Marketing Manager
  - Manage the day to day functions of the marketing team
  - Line manage, coach and develop 3 direct reports
  - Support team members by making decisions and offering guidance as required
Resources

- People: Line management responsibility for the marketing and CPD team
- Finances: Responsibility for managing CPD and marketing budgets

Knowledge, skills and expertise

- Strong track record of delivering results in a marketing and/or commercial role
- Management experience
- Experience of membership/marketing, including digital marketing
- Excellent communication skills
- Graduate level education and evidence of continuing professional development
- (Desirable) Marketing background/professional qualifications
- (Desirable) Project management experience/qualifications

Key competencies:

- Managing and developing people
- Strategic thinking
- Effective decision-making
- Innovation
- Making things happen
- Building and maintaining relationships