



The ROYAL
SOCIETY of
MEDICINE

Job Description
Retention and Engagement Manager (Marketing)
Full Time Permanent

The Royal Society of Medicine is one of the UK's leading providers of continuing learning in healthcare. Our vision is 'better healthcare for better lives'. We aim to achieve this by sharing learning and supporting innovation on the science, practice and organisation of medicine.

As a registered charity and membership organisation with a global network of 20,000 members, we bring together healthcare professionals across specialties. We offer a range of membership options for every career stage, from students to retirement.

We deliver multidisciplinary, specialist and general education, as well as professional development, drawing on the support of leading experts in over 50 specialist areas of medicine. Our learning resources span a wide collection of books, journals, digital journals and online medical databases. We are home to one of the finest physical and digital medical libraries in the world. We connect those involved and interested in healthcare and, by leveraging expertise from across the RSM, we support, help and inspire the innovators developing the medical products and services of tomorrow.

Job Purpose

The principal aim of the role is to support the creation and implement the retention and engagement programmes which deliver income targets within the Royal Society of Medicine. Focussing on member retention and engagement, supporting and developing annual events programmes (education and member only events) developing a programme of marketing, and activities which leverage the benefits of membership and support the engagement and retention of current members of the Royal Society of Medicine.

Overview

The Retention and Engagement Manager (Marketing) reports into the Head of Strategic Marketing and is responsible for the delivery of retention and engagement marketing strategies, for the Royal Society of Medicine. It is critical to the success the Royal Society of Medicine we retain and grow our current membership. This role involves working with a wide range of internal and external stakeholders at all levels but particularly members at senior level.

Principal Accountabilities

- **Support the creation of the strategic marketing retention/engagement programme:** Working with the Head of Strategic Marketing to feed into an annual programme which increases member engagement and retention globally.
- **Delivery of retention/engagement programme:** Ensuring timely delivery of a range of events, content and services to improve retention rates of our current members.
- **Member Journey Mapping:** Ensuring solid member touch points and data collection points, throughout the year via member journey mapping. Identifying those members within our

current base who may be risk members of leaving and work with the membership team to provide relevant marketing materials and messaging to retain members.

- **Develop and deliver engaging content:** Develop and deliver relevant and timely content across all platforms to engage our membership, marketing and communications programme to our current members, including member newsletters, understanding our diverse member base and development messaging relevant to each audience within our membership.
- **Member website and digital tools:** Manage the continuous improvement of the member's only area of the website and digital services and tools. Ensuring relevant and compelling content and addressing any member feedback for improvement.
- **Renewal marketing:** Development of marketing materials, for the annual member renewal programme, using data and insights to inform messaging.
- **Event management:** Develop and deliver a range of member only events, online and in-person, and activities which increase member engagement and satisfaction.
- **Develop member advocacy programmes:** Support the marketing manager - acquisition with acquisition programmes capitalising on member advocacy including member get member programmes and offers. Working with members to encourage their support.
- **Member testimonials:** Build a bank of member testimonials to be used as part of acquisition and retention campaigns. Working alongside members to feed into the campaigns creating videos via interviews, written testimonials and case studies.
- **Develop member feedback loops and satisfaction surveys:** Understand, develop and execute consistent and appropriate feedback loops for our members across all touch points, including the development and execution of an annual member satisfaction survey to feed into the member retention programme, developing new executions and methods to marketing to our members. Understanding and identifying the changing needs of our members.
- **Support the development of current member offer:** Working with colleagues across the Royal Society of Medicine, from the library to our affinity partnerships to understand and position the member offer to our current members in the relevant way to our meet our member needs.
- **Develop Member Club/hotel room rental promotions and marketing:** Working alongside colleagues in the member club/hotel to develop and promote relevant offers for the use of the building. Delivering the relevant communications to members and across the Royal Society of Medicine's building.
- **Support the promotion of education events to current members:** Working alongside colleagues within the acquisition team to provide support to increase member attendance at our events.
- **Understanding data insights and trends to inform and improve member retention and engagement:** Ensuring a solid understanding of current member insights, market trends and member journeys across all areas of the Royal Society of Medicine, using data to drive decision making, including use of services. Capitalising on data trends and insights to support marketing efforts and measure performance.
- **CRM management:** Understand current member profiles and data in order to enhance data driven retention programmes and mapping current member journeys to improve for the future.
- **Event attendance:** Ensuring a proactive approach to event attendance and membership engagement supporting the acquisition of new members where needed.
- **Stakeholder management:** Managing and maintaining relationships with a wide range of members to ensure satisfaction and engagement.
- **Managing and developing teams:** Working with other managers to support the development of the team of marketing execs, with a dotted line management responsibility to one marketing exec to support with the delivery of engaging member content.

- **Increase business development opportunities:** Working alongside current members to understand needs and deliver opportunities for growth within the current membership base.
- **Budget management:** Support the Head of Strategic Marketing with ensuring solid budget management and tracking. Managing and logging invoices and payments.

Main Contacts

The Retention and Engagement Manager (Marketing), will have both internal contacts and external member contacts and will be required to deliver relevant retention and engagement programmes based on member feedback so the ability to liaise with members at all levels and good communication/negotiation skills are important.

Internal

- Line manager, Director of Engagement, other Directors and senior managers
- Direct report – dotted line to one marketing executive
- Colleagues in the team
- Colleagues in other teams.

External

- Members
- Partners
- Suppliers

Knowledge and Experience

Essential:

- Marketing and Engagement management
- Retention management via marketing
- Creative thinking and problem solving
- Copywriting
- Strong attention to detail and accuracy
- Data analysis and understanding trends and insights
- Ability to work across teams
- Strong project management skills
- Strong communication skills
- Tact and diplomacy in dealing with often sensitive information
- Ability to handle pressures and deadlines, while working on multiple tasks and as part of a wider team
- Experienced user of Microsoft Office, in particular Word, Excel and PowerPoint.

Desirable:

- Experience of working within professional services, or membership bodies
- Experience of presenting to groups of stakeholders, including current members
- Experience of working in an organisation with volunteer input
- Use of CRM Microsoft Dynamics
- Some knowledge of global markets.

Organisational Values and Behaviours

The post holder must always when conducting responsibilities and interacting with others:

- a) Uphold the RSM values. Specifically treating others with RESPECT, INVESTING in people to help them develop and grow, striving to continuously IMPROVE what we do by setting ourselves and others stretching objectives and measuring outcomes, LISTENING to colleagues, customers and COLLABORATING to achieve more new ideas, DELIVERING our intentions.
- b) Adhere to the Society's Health and Safety regulations and ensure the safety of oneself and others engaged in the RSM premises and work by reporting hazards to a senior manager for address or taking actions (where possible) to remove safety hazards.
- c) Adhere to the Society's GDPR regulations and only use data as required to undertake their role and handle it in an appropriate and confidential manner.

Fully subscribe to the spirit of and adhere to the Society's people policies the RSM's Code of Conduct.