

**Membership Acquisition Manager**

**Full Time Permanent**

**A mixture of office (central London) and home working is anticipated with this role.**

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.

**Overall Job Purpose**

The Membership Acquisition Manager will primarily take responsibility to manage and develop the RSM’S acquisition strategies to meet and grow the membership and related income targets for the society.

**Principal Accountabilities**

**Membership Acquisition:** Develop and implement customer acquisition strategies across all channels—digital, direct mail, email, PPC, web, and partnerships to grow membership and maximize income from RSM’s products and services. Focus on using digital tools to enhance the efficiency and reach of campaigns.

**Maximising Digital Marketing Channels:** Lead campaigns targeting prospective members, leveraging SEO, SEM, paid social media, email marketing, and online advertising to drive awareness and conversions. Continuously optimise digital channels for better performance, user experience, and ROI.

**Partnership Development:** Identify and establish partnerships with third-party organisations, targeting relevant membership offers that align with RSM’s goals. Launch digital-first campaigns with these partners to drive new member acquisition.

**Optimising Conversion Rates:** Analyse user journeys across all digital channels, with a particular focus on website registrants, to optimise conversion rates and campaign efficiency. Use data and insights to make informed decisions and improve performance.

**Achieving Targets:** Ensure the achievement of membership and income targets by delivering timely and results-driven campaigns. Contribute to meeting departmental budgets through effective digital strategies and audience segmentation.

**Collaboration with Leadership:** Work closely with the Head of Strategic Marketing to review and develop marketing strategies. Use market research insights to shape future campaigns and refine acquisition tactics.

**Develop marketing materials:** Ensure all marketing materials align with the RSM’s core values and messaging.

**Provide organisation wide marketing support:** As required support other RSM departments with marketing their services.

**Overview**

The Membership Acquisition Manager will take a leading role in developing and executing strategies to acquire new members for the RSM, driving membership growth and maximising income. This role will leverage cutting-edge digital marketing tools and techniques to attract, engage, and convert prospects, ensuring the successful acquisition of new members and participation in RSM’s educational event programme.

**Person Specification & Competencies**

**Proven** **experience in a marketing role**: Experienced in on customer acquisition, particularly through digital channels such as SEO, PPC, email marketing, and social media. Strong track record in executing successful digital acquisition campaigns.

**Relevant Qualifications:** Marketing degree or related higher education qualification preferred.

**Healthcare/Membership Experience:** Experience working within a membership-based organisation, especially in healthcare or education sector would be advantageous.

**GDPR Knowledge:** Familiarity with GDPR regulations and their implications on marketing and data management.

**Organised & Efficient:** Ability to juggle multiple campaigns and priorities, ensuring deadlines are met and marketing strategies are implemented smoothly.

**Influencing & Communication:** Skilled at influencing stakeholders and clearly communicating marketing performance, insights, and strategies.

**Creativity & Innovation:** Proactively seeks creative digital solutions to achieve acquisition goals and overcome challenges.

**Analytical Mindset:** Uses data analysis to optimise campaigns, increase engagement, and improve conversions across digital channels.

**Financially Aware:** Expertise in budget preparation, campaign profitability analysis, and achieving targets within set financial parameters.

**Data-Driven:** Strong analytical skills to manipulate and derive insights from data, optimising campaigns based on performance metrics.

**Results-Oriented:** Demonstrates the ability to quickly adjust tactics to achieve acquisition and income targets, ensuring campaigns are efficient and cost-effective.

**Digital Savvy:** In-depth experience using digital tools, CRM platforms, and data analytics tools to drive member acquisition and engagement.

**Excellent Communication Skills:** Strong written and verbal communication skills, including the ability to craft compelling messages and reports for diverse audiences.

**Organised & Adaptive:** Ability to plan and execute campaigns while staying agile to respond to shifting priorities and deadlines.

**Creativity:** Skilled in briefing designers and agencies for digital and traditional campaigns, ensuring alignment with strategic goals. Capable of reviewing proposed designs and copy critically, providing constructive feedback when expectations are not met, and confidently recommending alternative solutions that will drive engagement and achieve desired outcomes.

**Values and Behaviours**

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

* Uphold the vision, mission and values of the RSM
* Support effective communication and consistent management of RSM policies and procedures throughout the organisation
* 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
* Adhere to the Society’s Data Protection 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 in particular the Discrimination, Bullying, Harassment, Victimisation policies.