# BSAVA ROLE DESCRIPTION

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| **Department** | Membership and Marketing Department |
| **Job title** | Marketing Coordinator |
| **Manager’s role** | This role reports to the Communications and Marketing Manager |
| **Hours** | 37.5 hours per week |

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| **BSAVA’s Purpose**  To drive excellence in veterinary practice to improve the health and welfare of small animals.  **BSAVA’s Mission**  To enable the community of small animal veterinary professionals to develop their knowledge and skills through leading-edge education, scientific research, and collaboration. |

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| **Job Purpose (including how the role relates to BSAVA’s organisational purpose):**  The Marketing Coordinator will play a key role in planning and delivering BSAVA’s marketing activities, ensuring our members and the wider veterinary community are informed, engaged, and making the most of the opportunities available.  They will create, edit, and publish content across BSAVA’s channels, including the website, social media, email, adverts, and print and digital marketing materials. A key focus of this role is the promotion of BSAVA’s education, publications, and events, driving awareness and participation across our members and the wider veterinary profession. |

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| **As BSAVA staff, we all have a responsibility to uphold the Association’s values. We expect all staff to always maintain and promote our values, which are to:**   * Nurture and support our communities * Aim for excellence in all that we do * Strive to be bold and innovative * Be accountable and trustworthy * Be rigorous and evidence led |

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| **Staff management responsibility:**  None. |

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| **Special conditions:**  Your primary work location will be BSAVA Headquarters in Quedgeley, Gloucestershire. You will be required to attend the office on agreed days each week, with the option to work from home on the remaining day. During your induction period, additional office days may be required.  From time to time, you may also be required to attend meetings and events at other locations as part of your employment contract.  This role sits within the Communications and Marketing team, which is part of the Membership and Marketing department. |

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| **Main duties and responsibilities:**  **Marketing**  Working with the Communications and Marketing Manager, you will:   * Plan, develop, and execute marketing campaigns to increase sign-ups for BSAVA CPD courses, events, library usage, and publication sales. * Create compelling content that engages BSAVA members and the wider veterinary community, driving course bookings, publication sales, and delegate/partner acquisition for events. * Develop and implement multi-channel marketing campaigns, incorporating social media, the BSAVA website, email marketing, and offline channels. * Monitor and evaluate campaign performance, ensuring insights inform future campaigns and contribute to continuous improvement. * Collaborate with the Education, Publications, and Events teams to align marketing activities with their strategic objectives, providing regular updates on campaign planning, execution, and results. * Develop content for printed resources such as educational brochures, event literature, and promotional flyers to support marketing campaigns. * Maintain and update content on the BSAVA website, ensuring accuracy, brand consistency, and alignment with BSAVA’s tone of voice. * Plan, create, and schedule social media content, ensuring it aligns with BSAVA’s campaigns and wider messaging. * Analyse data from to measure content and campaign effectiveness, sharing insights to inform content and creative development.   **Brand**   * Act as a brand champion, providing guidance and best practice advice to colleagues, partners, and the wider veterinary community. * Ensure all content and campaigns adhere to BSAVA brand guidelines.   **General**   * Ensure all BSAVA marketing activities comply with GDPR and PECR regulations. * Stay informed about marketing trends and best practices to keep BSAVA’s approach current and effective. * Represent BSAVA at meetings and events, building relationships with stakeholders, veterinary professionals, and agencies. * Carry out other duties as reasonably requested by the Communications and Marketing Manager. * Perform other duties as reasonably required within the scope of the role. |

**Person Specification**

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|  | **Essential requirements** | **Desirable requirements** |
| **Qualifications** | * Educated to degree level or equivalent experience working within a marketing environment. | * Degree or professional qualification in marketing or a related subject. |
| **Experience** | * Experience in a marketing role, with a proven ability to deliver effective campaigns. * Experience in planning, developing, and executing multi-channel marketing campaigns using online and offline tools. * Experience in working with creative agencies or internal creative teams to develop marketing materials and campaigns. * Ability to work proactively, using initiative to manage multiple tasks and meet deadlines. | * Experience using CRM and CMS systems. * Experience in event marketing. * Experience in the not-for-profit sector. * Experience of working in the veterinary sector. |
| **Knowledge and skills** | * Strong written skills, with the ability to create engaging and effective content. * Excellent interpersonal and communication skills, with a high level of attention to detail. * Ability to interpret and communicate information clearly for different audiences and channels. * Excellent IT skills, including proficiency in MS Office, web, and social media platforms. * Ability to analyse and report on data to inform marketing plans. * Understanding of GDPR and PECR compliance. * Up-to-date knowledge of marketing and communications tools, with a commitment to stay ahead of industry trends. | * Experience in website administration (WordPress preferred). * Experience with email marketing platforms (Campaign Monitor preferred). * Experience with social media scheduling platforms. |
| **Personal qualities** | * Self-motivated and enthusiastic, with the ability to work under pressure and manage competing deadlines. * A collaborative team player, who values working with others to achieve common goals. * A flexible and adaptable approach to work. * A strong commitment to the veterinary sector and the aims of BSAVA. * Honest and dependable, demonstrating professionalism and integrity. | * Displays problem-solving and critical thinking skills. * Able to act on own initiative, using insights to inform design making. |