

Job title:	Marketing and Membership Engagement Officer
Reports to:	Development Director
Salary:	£25-28k
Hours:	35 hours per week.
Location:	RBLI Village, Aylesford, Kent. Remote working also available for this role.
Date:	January 2022

ASDIC is a young but evolutionary organisation, reaching across the entire tri-Service veterans' sector to link the growing number of voluntary Drop-In Centres in the UK. We aim to use our small team to stay in contact with our members, offering guidance and support, sharing all pertinent information, improving efficiency and effectiveness for the wellbeing of all veterans in need, and gathering and correlating data about real-time and unmet need to feed into the data requirements of the veterans' welfare sector and beyond. ASDIC also acts as the representative voice for this community, liaising with national authorities and statutory bodies.

The Marketing and Membership Engagement Officer - This role will suit an enthusiastic communications and marketing professional with a passion for engaging audiences across multiple channels. The postholder will be involved in building member networks, developing new communication routes and tools and increasing engagement. The role is ideal for someone who wants to build on their existing knowledge, skills and experience in a small, friendly and busy team.

Responsibilities

Strategic
<p>Using your skills and experience to support the management team to develop and deliver plans to meet ASDIC's Membership, Marketing and Communications objectives, including:</p> <ul style="list-style-type: none"> • Membership growth • Member engagement • Data development • Sector Collaboration
Operational
<p>Duties include but are not limited to the following operational tasks:</p> <p>Marketing and Communications</p> <ul style="list-style-type: none"> • Plan and implement the production of high quality marketing materials and that engage and generate membership growth and take up of all our services. • Maintain and develop brand assets such as logos and templates to ensure our communications remain effective, consistent and within brand guidelines. • Update and maintain ASDIC's digital presence including website, social media and community hub to ensure maximum impact and visibility for the organisation and its members. • Monitor digital engagement across multiple channels, and compile reports on digital performance. • Maintain and update ASDIC CRM System (Salesforce). Providing reports and data incites as required. <p>Membership Engagement</p> <ul style="list-style-type: none"> • Deliver a programme of regular membership communications – using a range of tools to achieve this and to monitor effectiveness.

- Expand our reach within the Drop-In community to ensure that we are engaging with the wider volunteer group.
- Manage the membership application and joining process as well as our verification of service facility, VetCheck.
- Work to ensure that all members create Community Hub accounts and are able to access and benefit from our online resources, offers and opportunities.
- Develop our community of members through regular communications and encourage opportunities to meet and exchange knowledge and ideas (online and in person).
- Support and facilitate an active network of Regional Coordinators – key contacts who act as our voice/deliver messages and resources on our behalf.
- Contribute to the development and delivery of our annual conference.

Person Specification

Skills and Experience

- Demonstrable practical experience – or relevant recognised vocational qualification – in marketing and communications.
- Strong track record of planning and delivering successful marketing activities across a range of channels, including print, online and digital media.
- Excellent communication skills and an ability to write persuasively for a variety of audiences.
- Excellent interpersonal skills with the ability to communicate with a wide range of external stakeholders across the veteran community.
- Competence in IT systems including Microsoft 365, CRM (Salesforce) and Adobe Creative Suite.
- Experience of writing for websites, using WordPress and SEO tools, and analysing web traffic and conversion rates to inform marketing activities.
- Experience of managing the design and production of marketing materials.

Personal attributes

- You will possess empathy for the aims and objectives of the charity and of the veterans welfare sector.
- Highly organised, with the ability to plan and prioritise a varied workload and competing priorities.
- A strong team player who is also a self-starter.
- Enthusiastic, highly motivated with a can-do attitude.

Applications

If you would like to work for ASDIC and have the skills needed for this role, then we would like to hear from you.

Please visit our website to learn more about our organisation: www.asdic.org.uk

To apply please submit your CV together with a personal statement saying why you are the right person for the job to: recruitment@asdic.org.uk