



Marketing and Communications Officer – Advert Trade Association

Salary: £20-£24k plus benefits package
Derby Office based, with some UK travel
Full-time position (part-time/job share will be considered)

About us

We're the British Pest Control Association (BPCA) – the UK's trade association for pest management. We provide support and a voice within the sector to over 700 member companies and 3,000 affiliates, with a c. £1.6m turnover.

Established in 1942, we're a not-for-profit membership organisation with a suite of benefits, courses, events and publications. We operate from our own premises on Pride Park, central Derby, 10 minutes' walk from Derby Station.

The purpose of our marketing and communications activity is:

- To raise standards in the sector
- Engage with existing and potential members
- Increase the profile of the Association and its members
- Support the commercial aspects of the Association (events, training, advertising).

About the job

We're looking for someone to help deliver fantastic marketing and communications activities with us.

Reporting to the Marketing and Communications Manager and working alongside our team of association professionals, you will provide consistent and high-quality communications and raise awareness of the Association's varied activities.

We're a contemporary association, so we need someone who can work across many direct and digital channels, including:

- Social media (Twitter, Facebook, LinkedIn)
- Print publications (trade magazine, print materials)
- Email marketing (regular bulletins and promotions)
- Website (news, blogs and features).

You'll also be able to analyse activity to ensure communications are appropriate, targeted and of benefit to the respective audiences.

BPCA has won industry awards for our trade magazine and social media activity. Our website is also currently shortlisted for an industry award.

The person

Above all, you'll be an excellent communicator. We need a bright, focused practitioner, dedicated to building robust professional relationships with BPCA members, your peers, team members and stakeholders.

We need someone with relevant experience in marketing and communications, potentially in a similar organisation.

You need to be able to demonstrate a sound knowledge of relevant IT within a marketing and communications context and be prepared to learn new skills and systems as you work.

This post will be based at our Derby office, with occasional travel within the UK.

To apply

The job description and person specification for the role is available via bpca.org.uk/jobs.

Please provide a covering letter which includes your current salary details with your application by CV.

This should be sent to Scott Johnstone, BPCA Marketing and Communications Manager, 4A Mallard Way, Pride Park, Derby DE24 8GX or via email to scott@bpca.org.uk to arrive no later than 10.00am on Wednesday 1 May 2019. Bear in mind we hope to hold initial interviews on Friday 10 May 2019.

NO AGENCIES

Marketing and Communications Officer – Job description, responsibilities and personal specification Trade Association

Hours	36.5 per week (Full time role, part-time/job share considered)
Responsible to	Marketing and Communications Manager
Based at	BPCA Offices, Derby, with some UK travel

Principal function

This post will support the Marketing and Communications Manager to drive the Association's marketing and communications function to both internal (membership) and external (client) audiences.

The Marketing and Communications Officer has operational responsibility for digital and print channels. They will also champion campaigns to raise the profile of the Association, engage key stakeholders and enhance their user experience. The officer will also have a significant role in marketing BPCA's membership, events, training and other commercial offerings to the sector.

The role also incorporates some analytical reporting.

Key responsibilities

Content and copywriting

You will create simple imagery and copy for:

- BPCA's (and associated) web pages (ensuring content is optimised for search engines to achieve high page rankings)
- Printed literature
- Twitter, LinkedIn and Facebook
- Email bulletins and mailshots
- Model replies and shaping other essential communications.

Social media

- Manage social media activity across various channels
- Proactive communication with subscribers to BPCA social media feeds
- Report on social media activity making recommendations to address gaps as appropriate
- Community management and engagement.

Digital marketing

- Create and implement advertising campaigns and posts on LinkedIn, Twitter and Facebook, ensuring appropriate messaging for the audience
- Responsible for operational management of the BPCA website incorporating ad schedules
- Help maximise traffic and conversion rates from paid AdWords accounts

- Support other teams with their marketing communication needs and contribute to maximising income
- Provide advice and best practices and suggested approaches to other teams and members as appropriate.

Analytics and reporting

- Work with Marketing and Communications Manager to disseminate trends in user-activity to content owners and the wider organisation
- Ensure reports are easy to understand and appropriate for a wide range of audiences
- Operational management of effective data capture from key stakeholders through CRM
- Use Analytics to generate KPI reports of all marketing communications and campaigns (online and offline).

Project management

- To manage cross-directorate communications and social media campaigns as directed by the Marketing and Communications Manager
- Implementation of marketing research and member survey activities
- Commissioning of agencies, contractors, volunteers, where appropriate.

Quality and service improvement

The postholder will be required to focus on quality and continuous service improvement. Quality for BPCA means 'Fit for purpose'; the processes we follow, and products and services we deliver should all be suitable for their intended purpose. Our approach should be "right first time"; mistakes should be eliminated.

Each employee of BPCA has a responsibility to monitor and propose changes which improve BPCA processes, products, work ethics and the environment to deliver:

- Closer and more productive relationships with our customers
- Long term service improvements rather than quick fixes
- Cost savings
- Elimination of wasted time and effort.

The above list is not exhaustive. The job holder may be asked to carry out such other duties within their capability as may be required from time to time.

Personal specification

Essential qualifications

- To be educated to degree level or equivalent standard

Essential other

- At least two years experience in a Marketing and Communications role

- Varied experience of working in marcomms, using a variety of tools and media that include online web-based marketing
- Ability to present to and influence an audience
- Positive 'can do' attitude
- The ability to work within a small team
- The ability to work unsupervised to meet agreed targets and deadlines
- Accuracy and attention to detail
- Strong diplomacy and interpersonal skills, with the ability to relate to people from varied backgrounds
- Ability to understand and explain complex information rapidly and clearly
- Ability to organise and prioritise workload
- The ability to communicate clearly both in verbal and written form
- To have sound IT skills including:
 - Microsoft Office – Word, Excel, PowerPoint
 - Adobe creative cloud – Photoshop, Premiere Pro, InDesign, Illustrator
 - CRM database
 - CMS website.

Desirable

- Marcomms experience gained with a membership association or third-sector organisation
- Marketing degree
- Pest control industry experience
- Basic knowledge of HTML and CSS
- Experience using MailChimp, Survey Monkey, Hootsuite
- Car driver.

The package

A basic salary of up to £24k pa depending upon experience

Additional benefits:

- Annual bonus scheme (non-contractual)
- Stakeholder pension scheme (after a qualifying period)
- 22 days holiday plus public holidays
- Excellent working conditions.