



Association of Anaesthetists

Job title: Membership Engagement Coordinator

Responsible for: No line management responsibilities

Responsible to: Membership & Specialist Societies Manager

Key relationships:

Internal: Close working relationship with the rest of membership team. Also working with the Digital team, Events team, CRM team, other Association staff and senior management team

External: Association members and Specialist Societies members

Salary range: Band C, £38,502

The Association of Anaesthetists is the membership organisation for Anaesthetists with over 10,000 members. Our main aims are to advance and improve patient care and safety and to promote and support education and research in the field of anaesthesia. We represent, protect, support and advance the interests of our members.

We also provide support to Specialist Societies through Service Level Agreements (SLAs) which covers all areas of membership administration.

Job purpose:

Working with the Membership and Specialist Societies Manager, responsible for co-ordinating and delivering member recruitment, retention and engagement plans ensuring that members are at the heart of everything we do.

The Association has ambitious membership growth targets for the future so this role will help with marketing/communication campaigns to attract new members and help create and deliver engagement campaigns to assist with member retention. The post holder will help to develop the links network by providing marketing materials and resources to boost awareness of membership and member benefits. Optimising member engagement and enhancing our membership value proposition will be key parts of this role.

The membership team helps to support several specialist societies to enable them to provide a professional service to their members. This role will also be responsible some marketing and communication activities of those specialist societies members in accordance with their SLAs and agreed budgets.

This role is based at our head office in 21 Portland Place, London. We offer a hybrid working arrangement with a minimum of two days in the office per week.

Key responsibilities:

Member communications

1. Lead on and deliver the communications plans for subscription renewals for both the Association and Specialist Societies ensuring renewal emails, letters and where relevant phone calls are made to ensure high levels of membership retention. Monitor retention rates and cancellation reasons.
2. Work with the Membership & Specialist Societies Manager and Digital Communications Manager on social media campaigns to reach new members and engage with existing members for the Association.
3. Deliver onboarding campaigns for new members and effective membership communications through our digital platform and by using our email software.
4. Work on specific projects for the Association and Specialist Societies that will help with member engagement and help implement both new member and retention strategies.



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5. Work with colleagues across the Association to ensure understanding and the effective promotion of member services across teams so that everyone can champion the benefits of membership at every opportunity.
6. Work with the membership administrators to send ad hoc member communication to specialist society members as and when requested.
7. Ensure compliance with the Association regulations, Information Services Policy, and Data Protection Act across all membership services.

Member engagement

8. Raise awareness of all member benefits to help with member engagement – especially on the Associations Educational offerings and learn@.
9. Manage the Associations networks, i.e. Links and mentors follow up on relationships to evaluate effectiveness. Work with the Events team to build new relationships at Association events. Help organise quarterly town hall meetings for our links network and work with link leads to send engaging quarterly newsletters to all members who are part of the links network group.
10. Ensure relevant membership sections of website are up to date and current and attract new membership.
11. Introduce tailored content for members and monitor open rates and click through rates for all member emails. Work closely with the customer relationship management (CRM) team and digital team to improve open rates for emails.
12. Monitor and evaluate engagement statistics on membership communication channels to assess their effectiveness and suggest improvements or new ways of doing things.
13. Encourage members to engage on the community platform and identify opportunities for members to collaborate and interact.
14. Ensure the membership experience is seen as excellent value for money, and that membership benefits are communicated to and championed within the Association.

Member recruitment

15. Help deliver membership recruitment strategy in line with Membership & Specialist Societies Manager including digital strategy and social media campaigns.
16. Work with the Membership & Specialist Societies Manager on targeted new member campaigns to reach ambitious growth targets to attract international, trainee and SAS doctors for the Association.
17. Help promote membership to non-members at external conferences and events.
18. Develop the new roadshows events in collaboration with Association events teams to reach new members in local regions.
19. Organise merchandise for external events and Association conferences – monitor stock levels and plan ways to get our branding out regionally through the use of our literature and merchandise.

Team support

20. Help support rest of team to respond to phone calls and emails from members and potential members to maximise both recruitment and retention opportunities and deal with all contacts in an efficient way.
21. To attend team meetings and other key meetings.
22. Maintain and improve your own competencies through continuous professional development. Abide by organisational policies, codes of conduct and practice as described in the Staff Handbook.
23. Support and promote the Association's commitment to diversity and equality of opportunity in the workplace.

This job description is intended to reflect the main duties and responsibilities of the post and is not an exhaustive list of duties. The post holder may be required to undertake other duties which are commensurate with the role.



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Person specification

Skills, knowledge and experience	
Essential	Desirable
Customer focused written and verbal communication skills	Experience of working within the not-for-profit sector.
Experience of producing high quality, digital marketing/communications content in a timely manner	Experience of working in the membership sector.
Excellent interpersonal skills – ability to work with people from a range of backgrounds, experience and seniority	
Effective team member with the ability to use own initiative and judgement	
Excellent attention to detail	
Organisational and administrative skills	
Logical and analytical thinker	
An appetite for problem-solving and making improvements and enhancing existing ways of working	
Experienced in developing and implementing membership recruitment and retention plans	
Excellent customer service skills and demonstrable experience in working with a diverse range of people	
Excellent working knowledge and understanding of digital marketing platforms and systems	
Experienced in delivering communications and social media campaigns	
An understanding of Data Protection legislation	
Able and willing to travel as and when required. This may include occasional overnight stays	