



The BHMA creates, supports, educates and informs an inclusive community of healthcare professionals and all parts of society about the principles and practice of compassionate, holistic medicine and health care

Marketing and Operations Manager

Hours: Flexible working. 7hrs/wk, occasional evening meetings.

Pay: £25 - £30/hr depending on experience

Location: Home-working but close proximity to Bath for occasional IP meetings would be ideal.

Type: Freelance.

www.bhma.org

About our charity

The British Association for Holistic Medicine and Health Care (BHMA) is a charity, with a small team, dedicated to promoting holism in healthcare. We are a membership organisation that is 40 years old this year and has produced a respected journal for over 20 years.

Role Overview & Aims

We are looking for someone who will drive the BHMA into a new phase of growth. Someone with passion and dedication who will believe in our purpose and help us achieve this. We want to grow our reach and find new members, journal subscribers and people to enrol on our course. We also want to start producing professional webinars and podcasts in the run up to our conference this Autumn. We would also like to streamline the administrative running of the BHMA to make it more efficient and sustainable, whilst growing our income streams.

How we work

The BHMA operates as a remote team however the hub is in the Bath/Bristol area with our AGM & a conference to be held near Bristol in 2024. We have 2-3 evening Zoom meetings per month and our remote administrator works mornings.

You will work from home using your own computer, however occasional face-to-face meetings would be a bonus.



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Roles & responsibilities

Main duties:

- Liaise with the trustees and attend meetings to provide regular updates on the 'health' of the charity and to share your vision for strengthening marketing and operations.
- Identify risks and opportunities and work with the Trustees to promote the charity's vision and implement change.
- Governance - ensuring the charity adheres to data protection policies, the requirements of the Charity Commission, and any other legal requirements
- Being responsible for all administrative and operational functions of the charity - delegating where appropriate to the administrator/marketing assistant.
- Designing and implementing a marketing and communications strategy to primarily build and retain memberships and subscriptions.
- Supervising our remote administrator/marketing assistant
- Supervising and motivating our student ambassadors.
- Organising & innovating

Day to day activities:

- Website updates and improvements and web optimisation/SEO.
- Implementing social media campaigns.
- Implementing referral marketing campaigns.
- Simple podcast/video editing and uploading.
- Writing and editing digital content.
- Leveraging the networks and influence of our trustees/ambassadors and student ambassadors.
- Creating a role and sense of purpose for our student ambassadors.
- Promoting our key offerings: Student essay competition, Conference, Events and affiliate events, Our Professional Development Course, BHMA membership, and our Journal of Holistic Healthcare.
- Implementing and improving customer service/onboarding protocols/customer retention.



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- Nurturing BHMA member communities.
- Membership data collection and analysis.
- Writing newsletters to members and non-members
- Networking and looking for collaboration opportunities.
- Financial management - initiating payments and overseeing finances.
- Submitting financial reports & gift aid to the Charities Commission.
- Contributing to the annual report presented at the BHMA AGM.
- Organising all trustee meetings, taking minutes and preparing agendas (in consultation with the Chair) and reports in advance

Key requirements:

Attribute	Essential	Desirable
Education & Qualifications	Degree or equivalent with a marketing qualification and ~5 yrs experience	Training in administration & operations management/project management.
Qualities	Self starter, passionate, creative flair, confident, attention to detail, problem solver, excellent communication skills, agility and the ability to keep calm and centred under pressure.	Ability to lead and follow An interest in health and holism
Marketing	Proven experience in both strategic marketing campaigns and production and delivery of digital marketing. Experience in market research. Experienced with liaising with professional bodies, networking and building alliances and nurturing corporate partnerships. Experience in SEO.	Background in healthcare comms B2B marketing or marketing to professional communities. Experience in referral marketing Experience in sales. Managing CRMs.



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	<p>Experience in customer care and retention.</p> <p>Experience in evaluating campaigns, social media statistics and measuring marketing impact/ROI.</p> <p>Understanding of current data protection laws.</p>	
People management	Experience of managing & motivating staff	Experience of managing volunteers
Technical Skills	<p>Experience in digital production of video and podcast.</p> <p>Experience in Wordpress web production and other web platforms.</p> <p>Proficient with different computer software and able to quickly learn to use new software.</p> <p>Able to problem-solve technical issues independently.</p>	<p>Experience with:</p> <ul style="list-style-type: none"> ● Google Drive ● Slack ● Word press ● Woo Commerce ● Airtable ● Mail Chimp ● Paypal ● Netsuite ● Zoom
Written communication	<p>Ability to write fluently and with diplomacy and professionalism when responding to email enquiries.</p> <p>Experience in digital content writing including engaging copy for social media.</p>	Experience in writing minutes.
Financial regulation	<p>Experience with finances</p> <p>Good with numbers & budgeting</p> <p>Accountability?</p>	<p>Basic accounting skills</p> <p>Experience with accounting software</p> <p>Experience with submitting annual accounts & gift aid</p>



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		submissions to the charity commission
Database/membership management	Able to log data accurately. Problem solving skills.	Customer support & database experience.
Organisational skills	Highly organised. Ability to plan own work and use time efficiently. Ability to organise others tactfully & plan a schedule of events	
Interpersonal skills	A fluent verbal communicator who enjoys working with and helping people.	