

Job Title: Communications and Membership Engagement Executive Infection Prevention Society

Job Type: Part-time (17.5 hours a week), fixed term contract (18 months), with a view to permanency

About Us:

The Infection Prevention Society (IPS) is a membership organisation dedicated to promoting and enhancing the science and practice of infection prevention and control (IPC) within all health and care settings. With a commitment to working collaboratively to prevent infection, the IPS is a supportive network for IPC practitioners, and delivers education and training within the IPC field. With 2,400 members across the UK and internationally, the IPS plays an important role in supporting and developing IPC professionals and advancing knowledge and best practices to safeguard public health.

In Q2 2024, the IPS will launch its new strategy: **Working together to prevent infection**. In order to deliver this strategy, in early 2024 the Board of Trustees took the decision to recruit the Society's first staff team, moving the organisation from a model that has been led by volunteers and operationally managed with an association management organisation. The intention is this decision will transform the Society, taking it to the next phase in its evolution, and furthering our goals of supporting our members, improving IPC practice, ensure equity of access and support for a diverse and multidisciplinary workforce, and influencing and shaping IPC education and policy.

This is an incredibly exciting time to join an important organisation in the battle for public health and infection prevention, and a chance to work in close partnership with the Board of Trustees to create and execute new activities which will grow and sustain the Society for future IPC professionals and have a positive impact on the prevention of infection.

Position Overview:

We are now seeking a committed and enthusiastic Communications and Membership Engagement Executive to join our newly formed team. The successful candidate will play an instrumental role in driving member engagement and satisfaction, using strong communication strategies to enhance the overall member experience and ensure alignment with IPS's organisational goals..

This will be an exciting and challenging role, working as part of a small team to ensure the growth of membership and therefore, the future of the IPS.

Key Responsibilities:

Communications, marketing and branding:

- In conjunction with the Engagement and Governance Manager, develop and execute comprehensive communications plans to effectively reach members and stakeholders, and ensuring that all messaging is consistent with IPS goals and brand identity.
- Working with Branches, Business Groups and Special Interest groups, create engaging content for newsletters, social media, website, and other communication channels.

- Maintain and help to develop the members' area of the website and all online membership information
- Prepare the President's digest, on a weekly basis
- Assist with the preparation of materials for the IPS Annual conference
- With support from the Engagement and Governance Manager, prepare and design the Annual report.
- Monitor and respond to inquiries and feedback received through communication channels.
- With the Education and Events Manager, help devise a marketing and communications strategy for both the educational and events outputs of the Society
- Work with the Education and Events Executive on the Society's marketing and social media strategies as it relates to events and education
- Regularly update sections of the Society's website, and work with the Membership Engagement Manager Education and Events Manager to ensure maximum take up of educational courses and IPS events.
- Create marketing materials for regional volunteers and assist them with their events marketing strategies as necessary.

Membership management, retention, engagement and growth:

- Work with the Engagement and Governance Manager to develop and implement strategies to attract, retain, and engage IPS members.
- Regularly communicate with members through various channels to foster positive relationships and solicit feedback to improve the member experience.
- Identify opportunities for expanding the IPS membership base and in conjunction with the Engagement and Governance Manager, develop targeted outreach strategies to grow all categories of membership.
- Develop and implement retention strategies to minimize churn and increase member satisfaction.
- Administer membership enquiries and financial processes
- Be first point of contact for all existing, potential or lapsed members, providing excellent customer service and maintenance of the IPS CRM and membership systems.
- Track membership metrics and provide regular reports to management on membership numbers, flagging concerns and suggesting areas for improvement.
- Work with Governance and Engagement Manager, CEO and Honorary Secretary to regularly review membership fees, benefits and structures
- Support the collection of institutional and corporate membership fees
- Provide informative and accurate reports on membership statistics, working with the Finance Manager to provide precise, reliable financial data

Other:

- Actively build and maintain relationships with key stakeholders, including industry partners, speakers, and sponsors.
- Actively horizon scan for opportunities for increasing member value or member growth of the IPS.
- Collaborate with relevant organisations to expand the reach and impact of IPS events and educational initiatives.

Our ideal candidate will offer the following experience:

- Ideally, a Bachelor's degree (or equivalent) in a relevant field (marketing, communications, digital, etc.) or proven experience in either membership, digital marketing, communications or a related field, ideally within a professional body, learned society or similar organisation.
- Excellent communication and interpersonal skills, with the ability to write for a variety of audiences.
- Excellent database management and systems skills with the requisite level of attention to detail.
- Strong marketing and communications skills, familiarity with social media and website management.

Alex Rhys July 2024