

The Chartered Society of Physiotherapy

Job description

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| Job title: | Member engagement campaigns manager |
| Directorate: | Strategy, policy and engagement |
| Team: | Member engagement |
| Grade: | 7 |
| Hours: | Full time, 35 hours per week |
| Accountable to: | Assistant director, strategic communications (promoting CSP) |
| Responsible for: | Management of membership engagement officer Some leadership and guidance responsibilities for the work of other colleagues through matrix management arrangements Management of contractors or temporary staff as required |

Main purpose of the post:

To support successful delivery of our member engagement plans, by:

- leading the effective development and delivery of communications plans around membership engagement, and equity, diversity and belonging
- managing a programme of national level member engagement initiatives and coordinating the involvement of relevant colleagues
- line managing the membership engagement officer and supporting their development.

Main duties and responsibilities:

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| 1. | Lead the development of operational communications plans that set out how we will deliver our communication and engagement objectives relating to member engagement, and to equity, diversity and belonging, in line with our strategy. Guide and oversee the work of multi-disciplinary teams to deliver these plans, including content providers, channel leads and production teams. Where necessary, support our wider communications activity, for example by providing cover for fellow communications leads, or producing appropriate content yourself. |
| 2. | Plan and manage delivery of initiatives that support our member engagement workstream plan at a national level. Guide and oversee the work of multi-disciplinary teams to ensure their effective contribution. |
| 3. | Line manage our membership engagement officer, ensuring their understanding and delivery of their contribution to our membership engagement goals. Support their progress against agreed objectives and encourage their continuous development. |

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| 4. | Coordinate with managers delivering other campaigns or programmes to ensure alignment of messaging and activity relating to common audiences, in line with our strategy. |
| 5. | Establish productive working relationships with colleagues, key CSP members and member networks to support development of our communications plans and their delivery. |
| 6. | Champion the use of reliable audience insight data to inform our communications and use it to understand trends, opportunities, and performance against our objectives. |
| 7. | Contribute to the strategic direction of our member engagement work through participation in our recruitment and engagement strategy group. |
| 8. | Inform and manage relevant campaign budgets and seek good value from commercial relationships. |
| 9. | Actively promote equity, diversity and belonging in all aspects of the work and support the delivery of the CSP's equity, diversity and belonging priorities. |
| 10. | Contribute to the work of the directorate management team and support corporate initiatives at an appropriate level. |
| 11. | Demonstrate the CSP's values throughout your work and act as a positive role model to colleagues. |
| 12. | Maintain and contribute a high level of knowledge of best practice and continue to develop personal skills as they relate to the role. |
| 13. | The duties and responsibilities highlighted in this job description are indicative and may vary over time depending on business need. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and scope of the post and in accordance with the needs of the team. |

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Person Specification

The person specification below outlines the essential and desirable experience, knowledge and skills required for this role. Evidence for behaviours, knowledge and skills will be looked for throughout the selection process.

E – Essential requirements are those without which the job could not be done.

D – Desirable criteria are those that may enable better or more immediate performance in a job.

| | Essential or desirable (E or D) | Assessed by application, interview or test (A/I/T) |
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| Educational Requirements | | |
| Degree level or equivalent knowledge and skills through experience. | E | A |

| Previous Experience | | |
|---|--------|------------|
| Managing significant engagement campaigns or programmes in a membership, community or similar area. | E | A/I |
| Line managing individuals and supporting their development. Managing teams within a matrix context. | E D | A/I A/I |
| Professional/Technical and Occupational Requirements | | |
| A relevant marketing or public relations qualification or accreditation. | D | A |
| Skills and Knowledge | | |
| Have excellent knowledge of how communications can be used to achieve behaviour and sentiment change. | E | A/I |
| Have strong writing and editing skills, to produce clear and accurate communications with a consistent and engaging tone, optimised for digital and print channels. | E | A/I |
| Be able to develop and manage effective plans with clear objectives and meaningful measures and targets that align with our corporate strategy. | E | A/I |
| Be able to advise and influence colleagues on the strategic use of communications. | E | A/I |
| Have a good working knowledge and understanding of equity, diversity and belonging principles and be committed to their application across your work. | E | A/I |
| Be able to develop productive working relationships with colleagues, members and member groups, which support collaboration and sharing of learning. | E | A/I |
| Be able to analyse data and insight effectively and to use them to produce clear, well evidenced reports that support business decision-making. | E | A/I |
| Be able to manage budgets, including forecasting, monitoring and reporting on expenditure. | E | A |
| Other Requirements | | |
| Be committed to CSP's values (courage, inclusivity, integrity and learning) and to continuously improving our culture. | E | A/I |
| Maintain a high level of knowledge of best practice, and be committed to your professional growth. | E | A/I |
| Take responsibility for ensuring that data relating to this role is accurate and up to date, whilst being aware of sensitive and confidential data. | E | A |
| Have an awareness of and commitment to trade union principles. | D | A |
| Be willing, on occasion, to be available outside of standard working hours for essential duties. | D | A |