Job title: Head of Marketing and Membership engagement

Reports to: Chief Operating Officer

Duty station: The Hague, Netherlands

Job Purpose

The Head of Marketing and Membership Engagement is responsible for developing and delivering the marketing strategy to retain and recruit all categories of membership across FIP, resulting in a vibrant and sustainable organisation, as per the FIP strategy. The Postholder will deliver to achieve the targets as laid out in the business plan to 2022 and the targets across categories and regions.

Main Duties and Responsibilities

- The creation, development and implementation of the FIP-wide membership marketing strategy.
- To manage all marketing activities for FIP membership.
- To work with the product owners to develop marketing plans and then implement campaigns to promote the different types of FIP membership to eligible individuals and organisations, taking account of FIP strategy: globally, regionally and nationally.
- To grow the FIP membership against agreed KPIs, across the regions and categories in FIP membership.
- Engage with current and new FIP members to ensure target retention, recruitment and growth.
- Co-ordinating marketing campaigns across the organization and its constituencies.
- Liaise with the FIP Sections and Special Interest Groups within FIP
- Improve operations of marketing and membership relations based on business analysis
- Work closely with design agencies and colleagues to assist in new product development and launches.
- Creation and publication of content for monthly marketing campaigns for all membership and services.
- Maintain effective internal communications to ensure that all relevant teams/individuals are kept informed of marketing plans and delivery of them.
- Deliver against a calendar of campaigns that promotes and showcases FIP congresses, conferences, events and development opportunities, alongside the Marketing Coordinator and the Membership Engagement Manager & Data/Business Analyst
- Monitor, evaluate and improve marketing activity effectiveness.
- Develop short-term budget, monitor progress, assure adherence and evaluate performance.
- Managing team members

In addition to the above duties and responsibilities, the Head of Marketing and Membership engagement may be required to assist in other areas temporarily.

Skills, Knowledge and attitude for job:

Essential:

- Minimum of a Bachelor’s degree or diploma in marketing and/or chartered marketer.
- Strategic marketing management experience.
- Strong analytical and project management skills
- Demonstrated marketing outputs, coupled with a strong commercial drive and the ability to deliver high-value marketing activities that deliver return on investment.
- Customer-centric campaign management and marketing communications activities.
- Experience with service line/segment/key buyer marketing.
- Keen interest in following trends and innovations in different fields.
- A track record of pro-activity, initiation of tasks and able to demonstrate a hands-on approach and can do attitude.
- Experience of delivering projects to deadline and within budget.
- Ability to work independently and in a small team environment.
- Analytical thinking and problem solving.
- Ability to handle multiple projects under time/resource pressure
- Fluency in English, orally and in writing to a high standard
- Confident and dynamic personality.
- Strong creative outlook.
- In depth knowledge of Excel, Word and Power Point.

The Head of Marketing and Membership engagement will be expected to develop an in-depth knowledge of FIP, its work and its members.

Desirable:
- Pharmacy and / or pharmaceutical sciences / healthcare background.
- Master’s degree in business
- Background in market research.
- Experience of working in a matrix organisation, balancing multiple stakeholder requirement.
- Affinity with fields of legal, finance and sales.
- Fluency in other languages