***BRITISH PSYCHOTHERAPY FOUNDATION***

**Job title** **Membership and Communications Officer**

**Job purpose:** To communicate directly with members and the public, to manage our social media channels, website content and newsletters and to provide administrative and support services for short courses and events

Location: 37 Mapesbury Road, London, and some home working

**Accountable to**: CEO

**Key colleagues:** ***bpf*** staff

***Major responsibilities***

**Membership**

* Act as the first point of contact for members and prospective members by email or telephone
* Update and maintain ***bpf*** CRM with members’ details, membership status, exporting CRM reports and details as required
* Generating new logins for members and help members needing to access to the members’ site
* Establish appropriate professional relationships with a wide variety of people, recognizing their roles and needs, including members of the public, chairs and members of committees, clinicians, trainers, and trainees
* Process membership renewals in conjunction with the Finance Officer, updating the CRM accordingly
* Processing new members, resignations, changes of membership type, name changes and other amendments as required
* Updating the organization website content with details of new courses, member events and other relevant information
* Writing, collating information and preparing the organization newsletters including communicating with members about content
* Overseeing the administration of short courses, continuing professional development events and other in-house events
* Carry out financial transactions related to membership and short courses and liaise with the finance officer about updating the CRM
* Promote ***bpf*** events to the public
* Undertake other duties which fall within the remit of the role
* Liaise with association coordinators, training committees and the Digital Communications partner to promote all bpf courses

**Digital communications**

* Manage ***bpf’s***website content, updating events and trainings regularly and general day-to-day website management
* Write copy and create content for our website, email newsletter and events promotion
* Manage content for our online seminar shop, including helping members create webinars and working with external partners to upload webinars onto our website and other platforms such as Eventbrite

**Event support**

* Support members to provide Continuing Professional Development short courses and event
* Support members to provide online courses including webinars and zoom events
* Promote events using Mailchimp, Eventbrite and other online platforms

**General**

* Any other activities deemed appropriate by the CEO and chairs of the Training Committees
* Adhere to ***bpf*** policies and procedures.

This job description is intended as a guide and is not an exhaustive list of the duties and responsibilities of this role. Such duties may vary from time to time without changing the general character of the post or the level of responsibility entailed.

This job description and person specification may be subject to review from time to time in conjunction with the postholder.

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**Person Specification –Membership and Communications Officer**

**Qualifications**

* Good level of general education.

**Experience**

* Must have experience of inputting data and maintaining a CRM
* Must have experience of updating website content (preferably using Drupal)
* Must have experience of using social media platforms such as Eventbrite, Instagram, Facebook etc..
* Must have experience of writing content such as newsletters and marketing materials
* Must have experience of working digitally with webinars or online video
* Must have experience of customer services, dealing with members of the public or a membership body

**Knowledge, Skills & Abilities**

* Excellent verbal and written communication skills, including the ability to compose communications to a wide range of professionals
* Website content management preferably Drupal
* Good general computer literacy including competency in Microsoft Office, CRM databases, Zoom and Microsoft Teams, social media platforms including Eventbrite and the ability to be self-supporting
* Able to understand the complexities of working in a membership organization
* Excellent organizational and time management skills
* Able to work independently and be proactively as well as able to exercise judgement about when to draw on colleagues’ expertise and ask for assistance
* Methodical with good attention to detail
* Able to use initiative and continue to think under pressure when faced with sensitive interactions
* Ability and commitment to maintain strict confidentiality

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**Main Terms & Conditions**

**Membership and communications officer**

**Contract duration:**

**Hours of work**: 35 hours a week, including some evenings and weekends (time off in lieu given)

**Location:** Combination of ***bpf***’s offices at 37 Mapesbury Road, Kilburn, London NW2 and homeworking

**Salary:** £35,000 - £40,000 according to experience

**Annual leave:** 30 days plus Bank Holidays

**Pension:** Employer 3%, employee 5%

**Notice period:** One month during 6-month probationary period; 1 months thereafter