



British Institute of
International and
Comparative Law

Marketing and Membership Manager
Job description and person specification

Marketing and Membership Manager (full-time)

The British Institute of International and Comparative Law is seeking to appoint a Marketing and Membership Manager to provide a range of marketing, membership and events support across the Institute and its Bingham Centre for the Rule of Law.

About the Institute

The British Institute of International and Comparative Law (BIICL) is the foremost independent research and discussion body in the United Kingdom in its field, and one of the leading such bodies in the world. BIICL was created over 50 years ago as an independent research body and charity committed to the understanding, development and practical application of international and comparative law, and the rule of law. Through its high quality legal research, its diverse range of events, training, seminars and conferences and its world-renowned publications, it is at the forefront of research and discussions on contemporary issues of international and comparative law.

Summary

The British Institute of International and Comparative Law (BIICL) is one of the leading independent research centres for international and comparative law in the world. Its research, events, training and publications are grounded in deep scholarly knowledge and strong practical experience that can be applied to many situations. It seeks to make an impact on law and policy around the world. The Bingham Centre for the Rule of Law (Bingham Centre) is a constituent part of BIICL, with its own distinctive programme of research, activities and events.

BIICL has an active membership base comprising legal practitioners (including judges, solicitors and barristers), business representatives, regulatory authorities, the academic community and students, governments, international and non-governmental organizations, and others interested in this area. There are also three selective Forums – on Competition Law, Investment Treaty and Product Liability - for which there are distinct memberships.

We also run a dynamic and topical programme of around 50 events per year, most of which are CPD accredited and open to members and non-members. These include full-day and half-day conferences, lectures, seminars, debates, training sessions, dinners and networking meetings. These events are high profile and high quality. Most are held within BIICL's building, with some at other venues mainly in London. Many events are held after normal working hours (usually in the late afternoon/early evening).

We are looking to appoint a Marketing and Membership Manager to provide leadership and expertise across marketing and communications, membership and events throughout the Institute. The postholder will be expected to work well in partnership with highly talented and dedicated legal scholars and administrative staff, as well as legal practitioners.

Job Description

The Marketing and Membership Manager will report to the Deputy Director and will have three key roles in relation to developing and implementing coherent and consistent marketing strategies across all parts of BIICL, including the Bingham Centre:



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- marketing and communications, including its website and other media, as well as increasing external awareness and engagement;
- overseeing events; and
- managing membership.

The Marketing and Membership Manager will be responsible for the line management of a small team of 2 staff and may also undertake some additional responsibilities as may reasonably be required.

Key duties in relations to each of the three key areas are set out below.

Marketing and Communications

To provide strong management, leadership and strategic direction in relation to BIICL's external communications, especially in relation to its website presence, branding and public profile, including:

- Developing and implementing coherent and consistent strategies;
- Improving BIICL's communications with external people and organizations and enhancing and increasing awareness of its work, including the work of the Bingham Centre;
- Improving BIICL's website and other electronic presence;
- Enhancing and building on BIICL's brand, including the related Bingham Centre brand;
- Assisting in the development and implementation of strategies for the management of the public profile of BIICL, including the Bingham Centre;
- Producing statistical analysis, management reports, and discussion papers as required;
- Producing and distributing press releases, brochures, flyers, newsletters, and other advertising and website material;
- Dealing effectively and efficiently with enquiries from the media;
- Communicating our ongoing projects and objectives to the widest possible audience through the use of a wide range of media;
- Providing guidance in respect of the branding of all publications when required; and
- Engaging appropriately with external organizations, individuals and others.

Events

To provide strong management, leadership and strategic direction of all aspects of BIICL's events, including:

- Developing and implementing coherent and consistent marketing strategies and strategic support for events across all parts of BIICL, including the Bingham Centre;
- Project managing events, especially major events, effectively and efficiently from start to finish;
- Assisting in the day-to-day running of events, and particularly at busy times during the year;
- Drafting events programmes and marketing materials in cooperation with the relevant researcher or coordinator;
- Obtaining and managing sponsorship of events;
- Obtaining and responding appropriately to feedback from events, including from the relevant researcher or coordinator;
- Managing all aspects of events' finances and budgets, including the production of management reports and financial analyses; and
- Managing staff in the events team and assisting in their professional development.



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Membership

To provide strong management and strategic direction in relation to all aspects of BIICL's membership activities, including:

- Managing all aspects of all membership categories within BIICL;
- Taking the lead and being the key point of contact for member enquiries and communications;
- Developing and implementing coherent and consistent marketing strategies to increase and enhance memberships across all parts of BIICL;
- Working with the Directors of Forums and the Deputy Director to ensure that the Forums are better integrated into membership processes and operate in coherent and consistent ways; and
- Engaging effectively with the members, non-members, Trustees and the Advisory Council of BIICL and with those working with the Bingham Centre.

Person Specification

- Marketing experience at a senior level, ideally in a membership body, a professional organization and/or a higher education institution.
- A good degree or equivalent professional qualifications in marketing or a relevant field.
- Substantial experience of communications and in dealing with professionals and those with specialist expertise.
- Excellent oral and written communication skills.
- Experience in strategy development and implementation.
- Ability to project manage effectively.
- Excellent interpersonal and staff management skills, with tact, diplomacy and effective consultation abilities. Previous experience of managing a small team within a small organization is desirable.
- A good knowledge of financial management, budgeting and reporting systems, including experience in producing management and statistical reports.
- Experience of obtaining and increasing sponsorship for events.
- Excellent IT skills and experience of using and managing CRM systems.
- Some experience in using design software such as Adobe InDesign (or a willingness to learn).
- Experience in using media, social media and the internet as a marketing tool.
- Ability to work on own initiative, to prioritise work effectively, to be a creative innovator and problem-solver, and to work under pressure to meet deadlines.
- An ability and willingness to work collaboratively and collegially with colleagues.

A salary package within the range of £34,000 to £36,000 per annum is expected, depending on qualifications and experience. This is a full-time post, although consideration will be given to the possibility of more flexible arrangements, where practicable and if requested. It is hoped that the person appointed will commence as soon as possible.

The closing date for applications is 25 April 2016. Interviews are likely to take place in the week beginning 2 May 2016.

All applicants should send the following details by email to jobs@biicl.org:

- A completed Application Cover Form (available at <http://www.biicl.org/vacancies/>);
- A full curriculum vitae;



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- A covering letter setting out your reasons for applying and how you consider that you meet the person specification for this post.

We regret that we are unable to acknowledge receipt of applications personally, as we are a charitable organization with limited funds. If you do not hear from us regarding interviews within four weeks of the closing date, your application has been unsuccessful.

Applicants are encouraged to find out more about BIICL and its members of staff and activities at: <http://www.biicl.org>.