

Job Description: Membership and Marketing Co-ordinator

ABOUT THE E-ASSESSMENT ASSOCIATION

www.e-assessment.com

The e-Assessment Association is a not-for-profit membership organisation based in the UK for consumers of, producers of and those with an interest in e-Assessment.

We have been dedicated to furthering technology enhanced assessment adoption since 2008. We provide professional support and facilitate debate/ discussion for people involved in this field of expertise; create and communicate the positive contributions that technology makes to all forms of assessment; and develop good practice for suppliers and consumers of e-Assessment technologies.

MAIN PURPOSE AND SCOPE OF THE JOB

The coordinator's role is to support the general day-to-day running of the association by undertaking membership management activities, marketing, operational and administrative tasks.

This marketing and management position is concerned with not only long-term membership activity, but also with developing and implementing a longer term strategy to ensure eAA retain the members, and continue to obtain additional sponsorship, through new additional activities and/or new services.

The ability to multi-task and handle numerous inquiries, while assisting new members in signing up is essential. Interpersonal and strong communication skills should lead the way as you use your marketing abilities to generate business for the eAA and ensure the Board's, members' and sponsors' satisfaction.

The co-ordinator will report to the eAA Board members, and undertake tasks working for and alongside the eAA Executive Board (a subset of the eAA Board tasked with operational activities).

The role is based on part-time self-employed working, and requires remote-working (i.e. the administrator may work from home, or their office as required, with minimal and optional requirements to travel).



POSITION IN ORGANISATION

Reports To:	The eAssessment Association Board, and the eAssessment Association Chairman.
Responsible For:	No other staff.
Budget Responsibilities:	Administrative responsibility for contributing to the organisation's budget monitoring through providing support for the Treasurer. Monitoring and responsibility for the marketing budget.

Type of Position: 6 month renewable contract, part-time, with a 6-month probationary period.

Weekly Hours Available: Between 12 to 20 hours per week, depending on workload.

Rate: From £13 per hour, based on experience.

Expected Start Date: 1st September 2015.

Location: Largely home-based, but office accommodation may be available if required.

The successful candidate will have access to their own IT systems (a PC/ laptop, printer and internet access are all that is required). Work is primarily done by phone and email, with some travel required to manage stands at events and conferences.

The role is self-employed and the successful candidate will be responsible for meeting all their own tax and national insurance obligations associated with the role. There are no other benefits associated with this role.

DUTIES AND KEY RESPONSIBILITIES

General Administration

- Organise Executive (Exec) Board and general Board meetings (online meetings, access details etc.)
- Take notes at Exec Board/Board meetings, distribute minutes, record and follow-up actions with Board Members
- Manage the eAA Google Docs document store, including providing Board members access
- Support the eAA Board election process
- Contribute to other activities to support the successful day-to-day operation of the eAA, such as updating our Twitter feed and LinkedIn Group
- Provide clear and concise information on activities to the Board on request
- Maintain awareness of the activities of the eAA
- Contribute to other activities to support the successful day-to-day operation of the eAA
- Respond in an informed manner to queries relating to eAssessment



- Maintain the eAA website, including creating and collating content as required

Membership-related activities

- Maintain master record of membership (individual members, associate members and corporate members; board membership)
- Establish and maintain processes for regular communication with membership
- Answer queries from eAA membership

Finance

- Support the eAA Treasurer
- Undertake basic financial administration tasks (no specific financial administration knowledge required) – issuing and recording invoices and payments

Marketing

- Work effectively with our external agencies (Web, PR) as required
- Harvest and author appropriate content and develop discussions online using the variety of online tools that the eAA makes use of (LinkedIn, Twitter, Web, Mail lists, Newsletter)
- Undertake a wide range of marketing activities targeted at (a) membership and (b) the wider e-assessment community
- Advise the eAA board on approaches to marketing and use of online tools (including expenditure recommendations)
- Identify opportunities for events and communications
- Organise events in association with sponsors and partners
- Undertake membership campaigns
- Co-ordinate assembly of the newsletter in a timely fashion (quarterly)
- Represent the eAA at meetings
- Identify, engage and coordinate necessary eAA resources supporting the membership
- Communicate updates and changes to existing service offerings and membership fees
- Communicate proactively with current and potential corporate members to explain “the offer” and provide support to sponsors
- Work within the financial budget constraints provided and report all financial requirements to eAA Treasurer/ Board prior to expenditure

PERSON SPECIFICATION

SKILLS AND ABILITIES	Clear, concise written and spoken communication skills, including using electronic communication tools Experience with modern Office IT and basic skills/willingness to learn web-based tools such as Google Docs, WordPress, Hootsuite, Feedly
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	<p>Ability to present written information in a structured and balanced way appropriate to the needs of the reader</p> <p>Working effectively as part of a geographically-distributed team</p> <p>Self-motivated and able to work effectively at a remote location with minimal supervision</p> <p>Good attention to detail and ability to follow-up on tasks to completion</p> <p>Understanding of the basics of marketing</p> <p>Understanding of the activities required for marketing in a digital information-economy organisation</p> <p>A methodical, organised and flexible approach to work.</p> <p>Problem-solving skills</p> <p>A mature and professional approach to work, with a commitment to providing a high quality of service.</p>
EXPERIENCE	<p>Marketing administrative in an information-led business</p> <p>Charity/not-for-profit/membership organization (desirable, not essential).</p>

Applications for the role should consist of:

- 1) A two page CV/ resume, detailing your experience, with links to your social media profiles.
- 2) A short covering letter outlining how you can help the eAA to grow, and how you intend to integrate the eAA role into your other work commitments.
- 3) Contact details for two referees, who we reserve the right to contact after short-listing and/ or a job offer is made.

Applications should be emailed to marketing@e-Assessment.com for the attention of John Winkley, eAA Secretary, which will be acknowledged within 24 hours of receipt.

If you do not receive an acknowledgement, or have questions about the role, please contact eAA Vice-Chairman, Geoff Chapman (geoffchapman@hotmail.com).

The application deadline is 12:00hrs BST, Thursday July 24th, 2015.