



National Marketing & Membership Officer - Job Description A Two-Year Post to start April 2019

General duties

1. Work closely with all members of the National Executive to carry out the business of the Association.
2. Attend all National Executive weekends which comprise of;
 - a. Executive meeting (generally Friday) and social event with local Tangent club (not generally Scottish & Irish lunches)
 - b. All seven Regional Lunches and any other events as required
 - c. Attend Round Table Family meetings
3. Attend the AGM planning meeting weekend in January (Friday – Sunday).
4. Prepare reports and progress actions in line with the diary of the year.
5. Attend the National AGM from Thursday to Sunday, to present prepared reports, give information, and answer questions on all aspects of the role.
6. Reasonable expenses incurred on the Association's behalf are reimbursed.
7. Submit a brief article for each edition of the Tangent Newsletter, which can also be posted on the website, to meet publication deadlines.
8. Keep the Membership's area up to date on the website through the Editor and Website Co-ordinator.
9. Be the regional contact for a Tangent region as agree with the Executive, send regular emails with information
10. Assist with sales items at Regional lunches as required.
11. Provide accurate and up to date information on the role of Marketing and Membership Officer for the next post holder, and provide handover documents.
12. Make use of, and monitor, together with the Editor and Website Co-ordinator, Tangent social media in a responsible manner within the bounds of the Data Protection Act.
13. Ensure that all work is regularly backed up to the Executive Dropbox.

Specific duties

- 1) Prepare, and agree with the Executive, a detailed 5-year Marketing and Membership plan. Report on the progress of this plan and make any recommendations for changes
- 2) Agree specific long-term and short-term tasks to increase and strengthen the membership of the Association. Report on the progress of this plan and make any recommendations for changes.
- 3) Agree a PR campaign to increase recognition and understanding of the Association to the wider world. Monitor and report on progress. Actively seek out PR opportunities for the association.
- 4) Work alongside the 4-club family Membership Officers to increase and strengthen the network, in particular, liaise with Ladies Circle regarding new members
- 5) Work alongside 4 club family on member benefits, and advertise these to our membership
- 6) Seek out funding opportunities related to PR - website / magazine / one off campaigns - for the association
- 7) Respond to all Membership enquiries, including prospective and transferee members requesting contact with a club. These are usually received by email and any requests through the website will be directed straight to the club or via the membership email address.

- 8) Proactively encourage Tangents to promote themselves and seek new members / promote membership drives / assist Tangents with falling membership / requests for help.
- 9) Deal with enquiries regarding formation of new clubs. The Membership Officer should refer to Rule 10.4 'That on receipt of an application to affiliate from a group of Circlers or Ex-Circlers, where an affiliated Tangent Club is known to exist, the National Executive should courteously extend the opportunity for the existing club to express their views.'
- 10) Affiliate new clubs sending all National paperwork, confirming club number, organise charter certificates to be produced, as requested. Ensure all paper and digital records are up to date. (Executive Administrator to keep master contact list up-to-date, Editor to keep website club finder up-to-date).
- 11) Support clubs wishing to disaffiliate,
- 12) When possible where a club disaffiliates the Membership Officer makes contact to find the reason for disaffiliation and offers alternatives and support. Ensure all paper and digital records are up to date. (Executive Administrator to keep master contact list up-to-date, Editor to keep website club finder up-to-date).
- 13) Notify other members of the Executive immediately and issue schedule of Affiliations and Disaffiliations for the year at each Executive meeting.
- 14) Deal with all correspondence, email and telephone calls from members.
- 15) Liaise with the Editor and Website coordinator on a regular basis

This job description is not exhaustive and should be renewed annually in light of organisational changes.

February 2018

October 2018