Membership Marketing Manager

Job title	Membership Marketing Manager	**Grade**	B
Department	Communications & Marketing		
Responsible to	Senior Marketing Manager		
Revision Date	November 2026		

Organisation Context

The Institute of Physics (IOP) is the national society for the discipline of physics in the UK and Ireland. As well as being a learned society, we are also the professional body for members based in the UK, Ireland, and overseas.

We are a professional, modern, and ambitious organisation seeking to unlock the potential of physics and physicists nationally and internationally. Our purpose is to promote the advancement and dissemination of knowledge and learning in pure and applied physics for the benefit of all. We do this by building a thriving and diverse physics workforce, raising standards, supporting careers, and addressing barriers.

We demonstrate the importance, relevance, and impact of physics in everyday life and the role it plays in addressing society's major societal, economic, and environmental challenges. We influence change, actively engage in public and government dialogue, improving the quality of debate, informing policy, and influencing funding strategies. Above all, we are pioneering. We foster a sense of community amongst employees, members, volunteers, and people with an interest in physics, providing a platform and a voice for ideas to be heard and creating an environment which enables game-changing innovation.

Our organisational values are at the heart of IOP and provide the foundations to empower us all to lead cultural change, deliver high performance across the organisation, and enable us to promote advancements and learning in pure and applied physics for the benefit of all.

Our 2024–2029 strategy, titled "Physics for our Future," focuses on three key priorities: addressing the skills shortage and expanding opportunities in physics education and careers; strengthening physics across science, research, innovation, and technology; and exploring and communicating the social and economic benefits of physics to ensure they are widely understood. The strategy emphasises collaboration within the physics community, inclusivity, and diversity, aiming to make physics accessible and welcoming to all. It also highlights the central role of IOP Publishing in supporting the organisation's mission, with profits directed towards public benefit and scientific advancement.

Purpose of the Role and Accountabilities

The Membership Marketing Manager will lead the development and delivery of an insight-led membership marketing strategy to support the Institute of Physics (IOP) in achieving its ambitious recruitment and retention goals. The role will establish a clear baseline of current marketing and communications activity and drive a step change in how membership is articulated, promoted, and experienced across the full member lifecycle.

They will design and deliver integrated, multi-channel marketing campaigns to engage key audiences which include current members, prospective members, educators, and wider public groups. They will use a mix of channels including email, digital, social media, and content-led approaches. Central to the role is the creation of clear and compelling membership value propositions, alongside the optimisation of audience journeys to improve conversion, engagement, and retention.

The postholder will lead on developing high-quality, on-brand marketing content and communications, overseeing the production of campaigns, assets, and materials from concept through to delivery. Working closely with colleagues across the organisation, they will provide expert marketing advice, ensure alignment with organisational priorities, and maintain consistency in brand, tone of voice, and messaging.

They will also embed a test-and-learn approach, using data, segmentation, and performance insight to continuously refine marketing activity. Comfortable managing multiple priorities, they will work at pace to deliver measurable, high-quality outcomes, ensuring all activity is strategically aligned, effectively evaluated, and contributes to sustainable membership growth and ensure that the value of IOP membership is clearly articulated and consistently communicated to diverse audiences.

The role will have line management responsibilities for the Marketing and Brand Assistant.

Contribution to Governance

While formal governance responsibilities rest with the Executive Team and Heads effective governance is supported by contributions from colleagues at all levels of the organisation.

These contributions are essential to ensuring transparency, accountability, and the successful implementation of strategic objectives.

Colleagues may contribute to governance in the following ways:

Providing accurate and timely information

Colleagues play a key role in ensuring that decision-makers have access to relevant, up-to-date, and accurate information to support informed governance and oversight.

Implementing policies and procedures

By embedding organisational policies into daily operations, colleagues help ensure that strategic decisions are translated into consistent and compliant practice.

Supporting compliance and risk management

Colleagues contribute to the identification, reporting, and mitigation of risks, and help maintain compliance with legal and regulatory standards.

Participating in working groups or advisory panels

Colleagues may be invited to contribute their expertise and perspectives through participation in internal committees, project groups, or advisory forums that inform governance decisions.

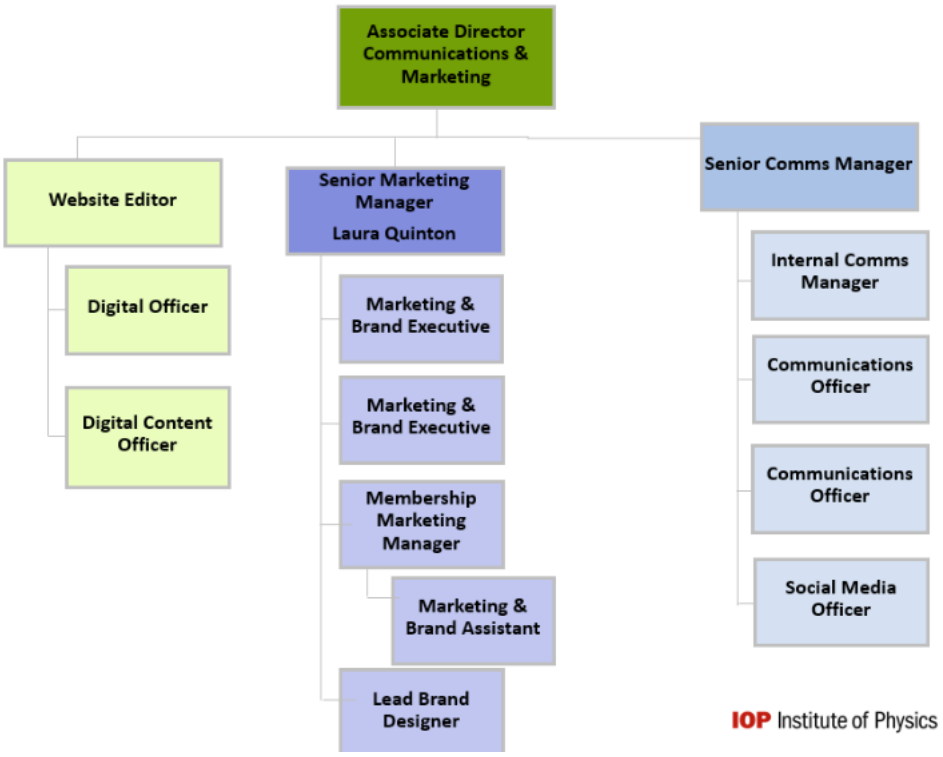
These contributions reflect a shared commitment to good governance and help foster a culture of integrity, accountability, and continuous improvement across IOP.

Ways of Working

At IOP, we are committed to fostering a collaborative, inclusive and impact driven working environment.

All colleagues are expected to:

- Work collaboratively across teams and functions to deliver shared goals and contribute to a culture of transparency and mutual support.
- Demonstrate integrity by being a good corporate citizen, ensuring that work is evidence based, impartial and aligned with IOPs strategic priorities.
- Champion diversity and inclusion, actively contributing to an environment where everyone feels respected, valued and able to thrive.
- Engage constructively with stakeholders, to promote the value and impact of physics.
- Embrace flexibility and innovation, adapting to change and seek continuous improvement in how we work and deliver services.
- Take ownership and accountability for individual and team outcomes, upholding high standards or professionalism and conduct

Organisational chart
The Institute of Physics is an open and inclusive organisation that welcomes and celebrates diversity. 

Main responsibilities of the role	
	Develop and implement a comprehensive membership marketing strategy focused on acquisition, engagement, and retention and establish a clear and differentiated membership value proposition, ensuring it is consistently communicated across all channels.
	Design and manage structured, lifecycle-based marketing across the full member journey, from awareness through to recruitment and from renewal to advocacy. Continue to map, monitor, and optimise digital audience journeys to improve conversion and retention rates.
	Oversee the development of a suite of branded promotional materials and content to effectively communicate the IOP membership offer.
	Act as a brand guardian and maintain a strong and consistent brand, tone of voice, and core messaging across all membership marketing activity including across owned, earned and paid channels. Deliver regular, coordinated communications to existing and prospective members, aligned with organisational priorities.
	Use research and insights, including member feedback and performance data, to inform and continuously improve marketing activity.
	Evaluate the effectiveness of campaigns and track key performance indicators, using a test-and-learn approach to optimise campaigns, segmentation and audience journeys.
	Represent the marketing team at relevant meetings such as the operational membership board.

	Collaborate across the organisation to ensure a coordinated approach to member communications Work closely with Membership, EDI, Digital, and Content teams to ensure marketing activity is inclusive, evidence-based, and aligned with wider organisational strategy.
	Where relevant, develop a joined-up approach to membership marketing across IOPP and other audience touchpoints, including cross-promotion and partnership opportunities.
	Support and manage the Marketing and Brand Assistant role.

Person Specification

We are looking for someone who...
Creativity and Thought Leadership Demonstrates the ability to apply clear insight and creative thinking to complex challenges. Uses analytical skills and evidence-based reasoning to contribute innovative ideas and solutions. Offers intellectual input that supports the development of projects, programmes, and team initiatives. **Communication** Communicates effectively through clear, concise, and engaging written and verbal communication. Presents ideas with clarity and impact and actively listens to others to ensure mutual understanding. Engages constructively with colleagues and stakeholders to support collaborative working. **Priority Awareness** Effectively manages personal workload in alignment with team and organisational priorities. Demonstrates sound judgement in identifying what is most important and takes proactive steps to address potential barriers to progress. **Planning and Organisation** Plans and organises work efficiently, setting clear objectives and timelines. Anticipates potential challenges and adapts plans accordingly. Monitors progress and evaluate outcomes to support continuous improvement and delivery of high-quality results. **Collaboration and Delegation Support** Works collaboratively with colleagues, contributing to shared goals and supporting the delegation of tasks where appropriate. Demonstrates a strong sense of shared responsibility and is proactive in offering support to others **Responsibility and Accountability** Takes ownership of individual responsibilities and understands their contribution to wider organisational objectives. Demonstrates a commitment to accountability, transparency, and risk awareness in all aspects of work. Escalating where appropriate.

Work Quality and Impact

Delivers consistently high-quality work by setting clear goals, monitoring progress, and incorporating feedback. Strives for continuous improvement and contributes to the overall effectiveness of the team.

Team Contribution and Motivation

Fosters a positive and inclusive working environment. Recognises and values the contributions of others, encourages collaboration, and supports a culture of openness, respect, and shared success.

Experience this person should have is…

Essential:

- Proven experience in membership marketing, with a focus on acquisition and retention.
- Strong understanding of lifecycle marketing, audience segmentation, and digital marketing channels.
- Experience using data and insight to drive marketing performance and continuous improvement.
- Track record of delivering integrated campaigns and optimising customer or member journeys.
- Ability to manage multiple projects and stakeholders in a complex organisation.
- Experience of developing creative solutions and applying the effectively. Being able to foster creativity in others.
- Familiarity with marketing automation tools and CRM systems.
- Managing, training and developing an assistant or trainee role.

Desirable:

- Understanding of inclusive marketing practices and engaging underrepresented audiences.
- Experience working in a membership body, charity, or professional organisation.
- Experience working with or alongside publishing or content-led teams.

Skills this person requires are…

- Strong understanding of the principles and practice of marketing.
- Excellent communication skills, with experience developing compelling content and messaging.
- An effective influencer who is able to persuade and negotiate.
- Ability to think strategically in planning membership marketing communications activities and contributing to wider organisational strategy.
- Knowledge of online and digital communications channels as well as how to utilise audience insights, data and research.
- Ability to work well under pressure, prioritise effectively, project manage and meet deadlines.
- Computer literate – including Microsoft Office products and Adobe Creative Cloud (desirable)

Qualifications this person requires are…

- Educated to degree level or equivalent experience and qualifications.