Member Engagement and Communications Manager

About us

COUNTER is the industry standard which provides the scholarly communications community with a consistent, credible, comparable method for generating and utilising usage metrics of all online content. Founded in 2003, we are a not-for-profit company based in the UK with an international membership and cross-community reach.

Our members are the foundation of COUNTER: they help us maintain and develop the Code of Practice to meet their needs, as well as helping us create and deliver educational materials, validation tools, consortia tools, and more.

As part of our strategic growth we are now seeking a new, part-time Member Engagement and Communications Manager.

The role

- **Job title:** Member Engagement and Communications Manager.
- **Location:** Remote and global; we regularly work across European and US time zones
- **Hours:** 15 hours / two working days per week
- **Compensation:** £20,000 p.a. (£46,670 pro rata)
- **Reports to:** Project Director

**Note:** This is a long-term contract position, and the role holder may also engage in other paid work, provided that there is no conflict of interest with COUNTER.

Role summary

The central aspect of your role is to build relationships with our members and sponsors, learn about their priorities for participation in COUNTER, and use that knowledge to help us build our future. COUNTER is primarily a volunteer-led organisation so you will work closely with our fabulous volunteers - particularly the Communications Committee.

As part of our 20th anniversary year we’re reviewing and updating our guiding strategy, and you will be part of that project. It is likely that you will be asked to work with the Project Director to better align our membership activities with our strategy, and to create and deliver campaigns to increase our membership reach in under-represented areas of the scholarly communications community.

We see communications and marketing as being closely linked to member engagement, so we are looking for someone who can also help us create and deliver a new marketing and social media strategy, including activities that drive understanding of the COUNTER Code of Practice (e.g. through producing simple infographics and short videos for our Media Library).

Details

**Member engagement**

- Strategic planning: work with the Project Director to ensure COUNTER meets the needs of its members and sponsors.
- New members: increase our membership reach in under-represented areas of the scholarly communications community (e.g. geographically beyond Europe and the US).
● Member representation: work with the Project Director to ensure that all committees have appropriate representation from stakeholder groups.

● Membership renewals: work with the Project Director to efficiently send out annual membership renewal invoices.

Communications

● Strategic planning: create and deliver a marketing and social media strategy, including regular reviews of effectiveness.

● Communications Committee: take responsibility for coordinating committee activities, including scheduling, circulating papers, and taking minutes.

● Media library: take ownership of the Media Library including our relationship with the supplier, Cadmore Media.

● Educational materials: work with the Project Director to review the educational materials on the Media Library and to develop new materials that better meet the needs of members.

● Newsletter: work with the Project Director to write and distribute the quarterly COUNTER newsletter.

● Events: input into and, once comfortable with the Code of Practice, deliver COUNTER presentations at online and in-person events.

Finances

● Input into the annual budget for member engagement and communication purposes.

Person specification and evaluation criteria

Skills and abilities

● Communication and presentation: clear and concise written and spoken communication skills.

● Self-management: a self-starter who can set and keep to objectives and manage their own time and resources effectively, without close supervision.

● Diplomacy: able to work constructively with different groups of professionals and in an international sphere.

● Strategy: able to see the larger picture and understand how industry trends may affect COUNTER and vice versa.

● Organisation: able to organise online and in-person meetings (set dates and locations, take accurate minutes, etc.).

● Technology: comfort with standard office software and CRM systems and general understanding of data and information management including GDPR.

● Media technology: while not essential, the ability to produce infographics and videos desired.

● Travel: prepared to travel nationally and internationally to relevant meetings and conferences.

Experience

● A background in the scholarly communications community is essential.

● Experience in both member engagement and communications is desired.

● Familiarity with usage metrics in general and COUNTER in particular is desirable.

Knowledge

● Knowledge of member engagement techniques.

● Understanding of best practice in communications and marketing.

● Knowledge of the global scholarly information landscape and the key industry players.