

# BRITISH MOUNTAINEERING COUNCIL

177-179 Burton Road  
Manchester M20 2BB

Tel: 0161 445 6111  
Fax: 0161 445 4500  
e-mail: [kate@thebmc.co.uk](mailto:kate@thebmc.co.uk)

## **Job specification**

Employer: The British Mountaineering Council

Job Title: Marketing & Events Co-ordinator

Duration: Maternity cover up to one year

Remuneration: £22,000 per annum plus excellent benefits package including pension scheme, salary sacrifice childcare voucher scheme, healthcare and life insurance scheme after qualifying period.

Hours of work: 9.00 am to 5.00 pm, Monday to Friday (35 hour week), although the BMC does operate a flexi time system between the hours of 8.00 am to 6.00 pm.

Reporting to: Head of Marketing & Communications

Location: BMC, 177-179 Burton Road, West Didsbury, Manchester, M20 2BB

Please find to follow a detailed job description.

To apply for this position please send the following items to [recruitment@thebmc.co.uk](mailto:recruitment@thebmc.co.uk)

- a. A one page covering letter explaining your interest in the job.
- b. An up-to-date CV with details of two referees (note: we will not contact referees without your permission).

**The closing date for applications is Wednesday 28 June 2017 at 5 pm**

**Interviews will take place on 4 July 2017 at our offices in Manchester**

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### **Marketing & Events Co-ordinator**

#### **Job Description**

The BMC is the national body for climbers, walkers and mountaineers in England and Wales. The organisation has over 83,000 members, 33 staff and a nationwide network of volunteers. This post is part of the Marketing and Communications team and requires an organised and friendly marketing/events co-ordinator with a real interest in the outdoors. The post holder will need to enjoy working in a busy and informal atmosphere as the BMC balances the needs of different work areas and adapts to meet new challenges.

#### **Job Outline**

The Marketing and Events Co-ordinator is a key member of the BMC Marketing and Communications team, responsible for the delivery of the membership and insurance marketing plans, including co-ordinating major marketing events throughout the year.

#### **Specific work areas**

- Co-ordinate the delivery of BMC membership and travel insurance campaigns.
- Organise a forward calendar of important events throughout the year, such as film festivals, major competitions and outdoor festivals.
- Develop the BMC mobile stands and visual displays to maximise the presence of the BMC at local and national events.
- Co-ordinate and represent the BMC at events throughout England and Wales.
- Co-ordinate the production of marketing merchandise and promotional items.
- Book print adverts in specialist media under the direction of the Head of Marketing.
- Regularly check and update online information relevant to travel insurance, membership and membership benefits.
- Work closely with the digital marketing co-ordinator and online communication co-ordinator to manage the BMC brand online.
- Provide proactive support to the Head of Marketing & Communications.
- Co-ordinate the BMC ambassador scheme.
- Undertake outreach to key online influencers.
- Assist with the development of the BMC's retail discount scheme and relationships with key retailers.
- Support and develop new and existing online and offline marketing initiatives.
- Provide marketing support to the BMC Access & Conservation Trust.
- Any other such work the organisation may ask you to undertake from time to time.

## Essential Requirements

- A knowledge and passion for the outdoors, ideally climbing, walking or mountaineering.
- Love working with people.
- Educated to degree level or equivalent.
- At least one year's marketing and/or event co-ordination experience, ideally for an outdoor industry, lifestyle or entertainment brand.
- Strong organisational skills, good attention to detail with the ability to ensure consistency across print and digital communications channels.
- Comfortable with the idea of working weekends and long hours at major events.
- Although this is not a sales job, you will be comfortable promoting and selling membership at events.
- Creative, practical and able to work effectively under pressure and to tight deadlines.
- Available to provide high levels of customer service.
- Strong verbal and written communication skills.
- Self-motivated with the ability to use initiative and creativity to help make a difference to the marketing and communication team.
- Able to time manage and prioritise workload according to BMC priorities.
- High level of computer literacy: from spreadsheets to Snapchat.
- A flexible and proactive approach to work.
- Full driving licence.

## Desirable Requirements

- Experience of representing a brand at events.
- Demonstrable commercial flair.
- Experience of online PR.
- Understanding of selling membership or travel insurance.