

# Join In Ltd

## JOB DESCRIPTION

*This job description sets out the duties of the post at the time it was drawn up. Such duties may vary from time to time without changing the general character of the duties or the level of responsibility entailed.*

<b>Job Title:</b>	<b>Responsible to:</b>	<b>Date Prepared:</b>
Campaign Administrator	Join In Ltd - Campaign Manager.	JULY 2009
<b>Purpose of Position</b> <p>Join In Ltd is a company limited by guarantee, formed with the express purpose of delivering promotional campaigns to “grow the motorcycle”</p> <p>Join In Ltd is governed and directed by a trustee board whose directors selected from applicants from amongst the campaign funding companies.</p> <p>The objectives of Join In Ltd and thus the campaign are:</p> <p>Primarily to:</p> <ul style="list-style-type: none"><li>• grow the market for powered two wheelers – sell more motorcycles - and as a result sell more related products and services.</li></ul> <p>And secondarily to:</p> <ul style="list-style-type: none"><li>• Increase the motorcycle miles travelled, with a target of doubling road miles.</li><li>• Improving the safety of motorcycling, with a target of halving motorcycle related deaths.</li><li>• Embedding a culture of motorcycle usage into the mainstream of the UK transport infrastructure.</li></ul> <p>Join In Ltd is independent of all and any of the existing organisations within the wider motorcycle community, however, it is closely aligned to the MCI who facilitated the concept and initiation of the campaign activity.</p> <p>The MCI’s facilitation of management structure and process and administration support will continue with the post holder enjoying all of the benefit of being an MCI employee, whilst reporting to the Join In Ltd Campaign Manager.</p> <p>The position requires the appointee to act with initiative and the utmost diligence, care, discretion and responsibility so as at all times to portray Join In Ltd and the promotional campaign in a professional manner.</p> <p>The Campaign was launched in July 2009 to the UK Motorcycle trade and is yet to be launched to the public, this is therefore a developing role and the post holder is expected to acknowledge this and be prepared to develop with the campaign.</p>		
<b>Primary Accountabilities</b>		
The Join In Ltd - Administrator will be responsible for all duties identified by the Campaign Manager as required to provide administrative and general support for the Join In Ltd – “Get On”		

promotional campaign, specifically:

- Website Administration to include:
  - Contact Management to include website data base and directory updates as required
  - Content updates as directed by the website editor or the campaign manager paying due attention to and following the procedure established.
  
- Campaign administration to include:
  - Maintenance of purchase orders and payment records.
  - Administration of incentive schemes from time to time
  - Co-ordination of promotional events from time to time.
  
- Campaign Communication to include:
  - Group and individual correspondence with stakeholders and funders
  - Response to specific website enquiries
  - Response to general enquiries
  - Correspondence with retained and specialist contractors
  - Arranging meetings as required by contractors and the campaign manager.
  - Arranging meetings as directed from time to time of the various campaign working groups.

## **Dimensions**

Join In Ltd through the “Get On” campaign have an initial target to deliver 100,000 “have a go experiences” – this is the initial campaign objective and thus the objective for those working within the campaign. From time to time the Campaign manager will highlight specific personal targets for the post holder to achieve which will be contributory to this overall target.

## **Key Relationships**

Join In Ltd functionality will on a day to day basis be integrated with MCI.

Professional and harmonious relations with all work colleagues be they engaged with MCI or its subsidiaries are essential. Excellent relationships must be forged with campaign stakeholders, funders, contributors and the various contractors engaged by Join In Ltd.