



Membership manager

- **Hours per week:** 35 hours
- **Holidays:** 25 days
- **Salary:** £35 – £38K based on experience
- **Location:** Working in our friendly office in lively Spitalfields.
2-6 Tenter Ground, Spitalfields, London, E1 7NH unless otherwise required
- **Reporting to:** CEO

About CharityComms

CharityComms is a thriving membership network of communications professionals working in UK charities. Our vision is for effective and inspiring communications to be at the heart of every charity's work for a better world. We're here to help raise the standards of comms across the sector, to fly the flag for communications as a vital strategic function at the heart of charities, and to connect communications professionals through sharing best practice. We represent, support, inspire, connect and inform our members and the wider charity communications community.

Founded in 2007, CharityComms has grown to a network of 4,000 individuals from over 500 charities. In 2017 we ran 53 sell-out events and matched over 100 people with career mentors. We've got big plans to grow and to improve the membership experience making sure our products and services are of the highest value. It's an exciting time to join a winning team.

About this role

CharityComms is looking for an outstanding membership manager to lead this function at CharityComms. The post holder should have experience leading on B2B membership marketing and have experience of the voluntary sector, as well as a hands-on approach that suits our small, dynamic team of 11 staff.

The post is full-time (35 hours a week, excluding lunch) based at 2-6 Tenter Ground, Spitalfields, London, E1 7NH.

Annual salary, including London weighting, will be £35 -38K (pro rata if part-time), dependent on experience, plus 3% employer pension contribution.

How to apply

Please read the job description below before completing a supporting statement, outlining your suitability for the role, which should be accompanied by your CV. Please send your supporting statements and CVs to: Glen Manners AIRP Glen.Manners@tpp.co.uk.

Interviews: 15 March

Purpose of the role

To lead the membership and marketing function, implementing plans that deliver an outstanding membership experience, increase retention of current members and attract

new members. Additionally, providing marketing support to key areas of CharityComms activity.

Strategic development

- To develop and implement an innovative and cost-effective strategy for the recruitment and retention of members across all membership categories (organisational, individual, and corporate).
- To develop an appropriate pricing structure for membership services to maximise member numbers and deliver sustainable income.
- To lead the development and implementation of marketing strategy to support CharityComms' activities and services including membership and events.
- Working with the trustees to inform the strategic development of membership benefits and membership marketing programmes

Membership management

- To develop and maintain effective membership processes, working with colleagues across CharityComms to champion high levels of customer service.
- To lead on the membership recruitment, retention, renewals, and liaison with lapsed members.
- To ensure memberships admin systems are effectively maintained with support from the CharityComms admin assistant.
- To ensure membership data, trends and statistics are captured in a way that informs CharityComms strategic, operational, and financial planning.
- Working with the Salesforce co-ordinator to ensure that Salesforce provides a good experience for members and enables us to manage our processes effectively.
- To inform the CEO and other members of the team about the key concerns of members, raising issues and proposing solutions.
- To produce quarterly reports on the membership function for the CEO and trustees.

Membership marketing

- To lead on marketing membership benefits, products and services to new and existing contacts across CharityComms digital platforms: eNews, website and social media channels – working closely with the content manager
- To lead digital membership marketing communications – E.G LinkedIn, Third Sector PR & Communications Facebook group, Google Ads, and other digital channels.

- To attend CharityComms events to promote membership recruitment and to build strong working relationships.
- To identify and attend external sector events to promote CharityComms membership.

Using intelligence for organisational improvements

- To analyse membership data, trends, market research, intelligence, and member feedback to develop engaging, accessible, relevant and fit for purpose products and services to support membership learning and development.
- To oversee and make use of market research, including competitor analysis, to identify market/member needs and put forward a rationale for the development of new and existing member products and services.
- Ensure organisational compliance, and conformance with data protection legislation and principles, working closely with the CEO, data administrator and wider CharityComms team.

Relationship building

- To represent the organisation on matters relating to member services, and to manage stakeholders, relationships, and contracts, effectively, obtaining best value for money and high service levels on behalf of CharityComms.
- To attend CharityComms events to meet and engage with CharityComms members, understanding what they value and how else the organisation can support them.

Team management

- To provide leadership to and line-manage the mentoring manager and Salesforce data administrator.

Budget management

- To manage the marketing and membership budget, ensuring resources are used effectively and deliver return on investment.

Other duties

- To support the CEO to develop, implement and measure the impact of CharityComms plans to meet strategic objectives.
- To feed into and support the development of systems and processes to support the continuous improvement of organisational systems and processes.
- To stand-in for the CEO as required, e.g. chairing CharityComms events, attending trustee meetings, representing CharityComms at external events.

Person specification

Experience	Essential	Desirable
Experience of working in a professional membership organisation including on membership recruitment and retention and an understanding of the voluntary sector.	X	
Experience of developing strategies to deliver membership services and objectives.	X	
Experience of providing management information in one or more of the following areas: membership data, trends, market research, insight, and customer feedback.	X	
Experience of using a membership CRM system e.g. Salesforce and of using digital channels to market membership services.	X	
Experience of budget management and setting and monitoring targets.	X	
Experience of leading on B2B membership marketing.		X
Experience of staff management.		X
Personal attributes		
Highly motivated and goal orientated.	X	
Empathy with the goals and vision of CharityComms.	X	
Excellent communications and interpersonal skills and ability to represent CharityComms externally.	X	
Strategically-minded, with a practical hands-on approach.	X	
Excellent organisational and administrative skills.	X	
Ability to work alone and with others and work under pressure.	X	
Ability to demonstrate initiative and creativity.	X	
A good level of IT literacy including the use of databases (preferably Salesforce).	X	
Strong budget management skills.	X	
Commit to self-directed learning and networking across all sectors and share new ways of working with colleagues.	X	
Maintain an externally facing focus.	X	
Support CharityComms' proactive, results orientated and collaborative culture.	X	