

Head of Membership Engagement

Reports to: Managing Director	Responsible for: 1 x FT Marketing & Communications Manager 1 x FT Partnership Manager (Remote) 1 x FT Membership and Volunteer Manager	Date: December 2024
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Role and Responsibilities

As a member of the Senior Management Team, you will lead on the investment growth strategy, ensuring Share Capital is maintained at a level to fulfil the Society's lending commitments. You will lead the Member Engagement Team, providing excellent customer service to existing and new investors/donors.

Key Tasks
<p>Core Tasks</p> <p>Society membership and Foundation donor management</p> <ul style="list-style-type: none"> • Develop, implement, and evaluate comprehensive strategies to drive membership growth and investment across Sterling, Euro, and USD • Organise and ensure maximum member participation, engagement and satisfaction during the year in mailings, events and the Annual General Meeting through clear communication and effective voting systems • Lead on the development and management of member online portal and CRM system to manage and maximise member engagement and meet governance obligations • Implement robust processes, procedures and metrics to ensure MET provides excellent customer service for existing and potential members and donors in line with relevant legislation and ensure all communication materials comply with our Rules • Oversee the application of interest on Share Accounts • Maximise donor engagement through regular communications and ensure Foundation's unrestricted fundraising targets are achieved <p>Marketing & Communications</p> <ul style="list-style-type: none"> • Direct marketing and communications strategy across Society and Foundation to maximise ROI, ensuring investment levels are both developed and maintained, to fulfil our mission • Establish and maintain brand consistency across all touchpoints while developing engaging multilingual content for digital platforms • Build and nurture strategic partnerships with media and key stakeholders to enhance visibility • Lead content strategy across all social media channels (Twitter, Facebook, Instagram, LinkedIn) and website to drive engagement and growth • Develop and implement metrics to measure the effectiveness of all marketing and communication initiatives <p>General</p> <ul style="list-style-type: none"> • Manage and develop the current UK wide volunteer network to raise investment, donations and increase the organisation's profile through events, talks, social media activity and leaflet circulation • Oversee the development of international and national partnerships in line with strategy
<p>People</p> <ul style="list-style-type: none"> • Contribute to the strategic direction of the Society and the Foundation as a member of the Senior Team.

- Lead, manage, develop and motivate the Member Engagement Team (MET) to develop, retain and increase the investment/donor base
- Establish appropriate methods of communication to ensure effective team working
- Work with the Company Secretary to ensure membership compliance with Rules and legislation
- Present to the Board/Trustees and Council as and when appropriate
- Liaise with the Technology Team to ensure excellent systems development to manage investor and donor contact

Key business reporting and administration

- Ensure member records and supporting documentation are managed efficiently and accurately and comply with GDPR, Anti-Money Laundering, our Rules and other relevant legislation
- Establish appropriate monitoring and evaluation systems to provide monthly/quarterly results and assessment of marketing and investment activity
- Lead on the timely and accurate production of member, donor and organisation documentation including Quarterly Return, Social Accounts, Directors Report and Accounts, Annual Reviews and Annual General Meeting voting materials
- Analyse marketing, membership and donor statistics to identify and act upon key trends using Analytics and other reporting packages
- Manage the overall budget in line with the business plan
- Manage the Social Accounting process

Miscellaneous

Carries out any other work necessary to maintain excellent customer service, and any other duties commensurate with this post, or as reasonably requested by senior management.

Skills and Experience

Essential:

- Minimum of 5 years' marketing and communications experience, including at least 2 years in a senior customer-facing management role
- Proven track record of developing and implementing multi-channel communication strategies with measurable lead generation outcomes
- Experience of working at a senior level, reporting to, and gaining approval of, policies from a Board or committee
- Strong team leader with excellent people management and stakeholder engagement skills
- Excellent communication, influencing and listening skills, including presentation skills and verbal and written communications with a wide range of people from different backgrounds
- Excellent business analysis skills and numeracy to report clearly and accurately on budgets and performance
- Experience leading development and management of digital business systems, websites and using CRM to analyse and plan membership engagement
- A strong track record in delivery and maximising the impact of content, planning and digital engagement
- Understanding of brand/identity development and management
- Self-motivated, proactive, organised and able to use initiative and prioritise (self and others) in a multi-task environment to meet agreed deadlines

Desirable:

- Understanding of the membership business model and member engagement strategies
- Understanding of investment management and growth strategies
- Experience of event management
- Experience of working with a network of volunteers

Education and Qualifications

Essential:

- Excellent English language ~ oral, writing and editing skills
- GCSE Maths and English or equivalent
- Educated to degree level, or equivalent practical experience in a marketing environment

Limits of Authority

Within Society guidelines, policies and procedures the post holder will be expected to:

- Bank signatures: is an authorised signatory, within the Society's limits
- Expenses: approves expenses for MET.
- Purchase order authority limit : authorises expenditure against MET and some Foundation cost centres in accordance with PO procedures
- Authorises payments to customers and BACS transfers via the Banking systems

Other

Essential:

- Strong social motivation: commitment to, and empathy with, the aims and objectives of Shared Interest
- Flexibility: it is likely that the jobholder will be required to work some evenings and weekends in order to engage with existing/potential members and donors
- Team working: Is essential and you will be asked to be a member of various cross-departmental project teams in order to meet specific objectives
- Fair trade and overseas development: it is essential for our employees to have an understanding of the main issues
- Willingness and ability to travel widely within the UK and overseas

I understand and accept the above job description and agree to carry out the functions and duties of this post.

Signed:

Date: