

JOB DESCRIPTION

Position: Membership Manager

Department: Membership

Reports to: Head of Operations

Hours: 35 hours per week (full-time)

Location: Homebased (with travel to events and meetings as required)

Overview:

The Institute of Leadership is a dynamic and forward-thinking membership association dedicated to helping more people become better leaders more of the time. We are the professional body for an active, international community of over 50,000 leaders, managers, coaches and mentors – and we are much more than that. We create world-class tools, deliver award-winning e-learning and undertake practical research to help unlock individual leadership potential. The Institute serves as a hub for leadership professionals across the globe, offering valuable resources, networking opportunities, and development programs to enhance careers and ‘Inspire great leadership, everywhere’.

Job Purpose:

Reporting to the Head of Operations, the Membership Manager plays a pivotal and results focused role in leading and managing all aspects of the Institute’s membership programme. The Membership Manager is responsible for developing and implementing strategies to attract, retain and actively engage members to advance the Institutes’s mission and continued growth and success. This includes managing a high-performing team and fostering strong relationships with members and key stakeholders.

Key Objectives

1. **Team Performance:** Lead, manage and motivate the Membership team in the delivery and continual improvement of excellent customer service to our existing and prospective membership base, addressing enquiries, concerns, and feedback in a timely manner.
2. **Systems and Processes:** Implement systems and processes to streamline member interactions and enhance the overall member experience.
3. **Relationships:** Develop effective working relationships with other internal teams to support the delivery of campaigns and key projects.
4. **Improve Member Retention Rates:** Focus on retaining existing members by enhancing their member experience, identifying areas for improvement and implementing initiatives that increase member satisfaction and loyalty.
5. **Enhance Member Engagement:** Actively engage members in the Institute’s activities and initiatives, through developing and implementing strategies that expand on the membership community and facilitate opportunities for members to connect and collaborate with each other.

Role and Responsibilities:

- Develop and execute comprehensive strategies to retain existing members, in line with the Institute's objectives and targets.
- Oversee the membership lifecycle, from recruitment and onboarding to renewal and ongoing engagement.
- Identify and target key demographics and market segments to expand the membership base.
- Analyse membership data and trends to understand member needs and preferences to identify opportunities for growth and improvement that enhance the membership programme, adjusting strategies accordingly.
- Implement initiatives to enhance member satisfaction and increase retention rates.
- Create and oversee initiatives to actively engage members in Institute activities, events, and programmes.
- Develop and manage communication channels to keep members informed and involved.
- Collaborate with other departments to develop relevant and compelling content and programming for members that effectively promote the value of membership.
- Work closely with the Head of Sales to develop and implement strategic plans and goals for membership growth and engagement.
- Continually monitor targets and introduce new strategies to support objectives, including membership income targets.
- Stay informed about industry trends, best practices, and emerging technologies related to membership management and engagement.
- Lead and motivate the membership team, providing guidance, support, and mentorship as needed to ensure high performance and productivity.
- Set clear goals and expectations for team members and provide regular feedback and performance support.
- Foster a collaborative and inclusive team culture that values creativity, innovation, and excellence.
- Represent the Institute at events, conferences, and networking functions to build brand awareness and promote membership, community growth and engagement.
- Participate in Institute projects and initiatives to further the Institute's mission and achievement of objectives.
- Uphold the Institute's values and mission in all interactions, fostering a positive a professional reputation within the industry and wider community.
- Any other duties, as may be required by your manager for the successful performance of your role.

Skills & Experience:**Essential**

- Previous experience of working in membership management, customer service or related roles.
- Proven track record of successfully growing and retaining member bases that result in revenue growth and member engagement.
- Excellent communication skills, able to write clearly and interact well with audiences at all levels including effective presentation and listening skills.
- Strong leadership and team management skills with the ability to lead, motivate and inspire a team and drive performance.
- Strategic thinker with the ability to develop and execute innovative membership strategies.
- Ability to analyse membership data and trends, identify insights and opportunities, using data to inform decisions to improve membership outcomes.
- Excellent organisational skills to ensure projects are delivered within scope, time and budget.
- Strong team player and contributor with a collaborative approach to tasks, sensitive to others needs and pressures.
- Excellent customer service skills with commitment to delivering exceptional service to members.
- Proficiency in CRM software and other membership management software.
- Excellent working knowledge of MS Office 365, Outlook, communication tools (Teams or Zoom) and the internet.
- Able to prioritise own workload and work on own initiative, unsupervised and to strict deadlines.
- Takes ownership and responsibility for personal actions/ contributions to projects.
- Have an understanding and appreciation of the contribution that leadership makes to organisational strategy and effectiveness, with a desire to 'make a difference' in line with not-for-profit and charitable objectives.
- Willingness to travel.

Desirable

- Experience in the not-for-profit or membership sector with familiarity in the unique challenges and opportunities associated in these sectors and business models.
- Ability to build relationships with external organisations, stakeholders industry partners to expand membership reach and enhance member benefits.
- Experience in using Microsoft Dynamics CRM.
- Knowledge of marketing principles and experience in developing and implementing membership recruitment and retention campaigns.
- Full UK Driving licence.
- Project management experience.