

Job description

Membership Manager

Reports to:	Director of Membership, Services and Volunteering
Based at:	Coeliac UK Head Office, High Wycombe
Salary grade table:	Services (SE4)
Line management:	3 FTEs
The role:	The membership services team ensures excellent member experiences and operational delivery of the charity's membership scheme. The Membership Manager is responsible for leading the membership team to deliver high quality services to existing members, oversee membership operations, implement acquisition and retention strategies to support the charity's growth and engagement goals. This role partners closely with managers to build cohesive teams, across the Membership, Services and Volunteering Directorate and Audience Engagement teams to create a positive and productive workplace culture.

Key responsibilities

- Work closely with Director of Membership, Services and Volunteering to manage and deliver direct member services, adding value and creating high levels of satisfaction and retention.
- Support and implement plans for the charity's membership scheme considering fees, personalisation and efficiencies to deliver a high value scheme for members, generating sufficient income for the charity
- Lead day to day activities in the membership journey from prospective membership enquiries to joining, to new member communications through to renewal and reactivation strategies
- Ensure the consistency and accuracy of all direct support and information to members, prospective members and other stakeholders across our communication channels, including our Helpline
- Work with all teams across the charity to maximise engagement with membership acquisition, retention, fundraising and marketing strategies
- Collaborate across teams to deepen member engagement by driving participation in volunteering, mentoring, advocacy and fundraising initiatives.
- Track key performance indicators and analyse and report on member behaviour and scheme initiatives to identify opportunities for improvement and future development
- Co-create content for digital and printed membership focused collateral
- Support Coeliac UK's community outreach programme, which may include out of hours working

Knowledge, skills and experience

- Experience of delivering excellent service, ideally in a membership role
- Excellent communication skills – verbal and written
- Numerate with necessary skills to produce, monitor and interpret complex data
- Experienced and supportive team leader with the ability to develop and motivate a team

- Able to manage complex projects on time and to budget
- Ability to manage workload on own initiative within a team environment
- Proficient in GDPR compliance and monitoring.

Competencies

1: General profile
Fully competent in own area
Acts within clearly defined group or with straightforward clients
May enlarge client list
Typically works with moderate guidance
2: Technical expertise; building & maintaining
Developed expertise in own area and demonstrates competence in using a variety of techniques
2: Technical expertise; applying & anticipating
Applies knowledge/skills to a range of activities; acts as a source of expertise for others in own area
3: Client/organisation orientation; client response
Proactively acts to understand client needs and identify solutions to non-standard tasks/queries; actively creates opportunities
3: Client/organisation orientation; organisation understanding
Is aware of internal/external issues; applies to own role
3: Client/organisation orientation client response; costs
Takes action to monitor and control costs within own work horizons
4: Creating & delivering solutions; problem solving
Identifies key issues and patterns from partial/conflicting data; takes a broader perspective to problems and spots new, less obvious solutions
4: Creating & delivering solutions; planning & organising
Manages own time to meet agreed targets; develops plans in line with strategy developed elsewhere; forecasts resources and prepares schedules
5: Working relationship; communicating, negotiating & influencing
Adapts information/style to the audience, explains difficult concepts clearly, establishes consensus, attains agreement
5: Working relationship; teamwork, coaching & guiding
Promotes teamwork; motivates, coaches and guides others
5: Working relationship; networking
Creates informal networks with key contacts in client organisations

This job description is not intended to be an exhaustive list of duties to be performed by the employee. This job description may be altered to reflect the needs of the charity.