

## **Job description**

### **Membership Experience Manager**

Reports to:	Director of Membership, Services and Volunteering
Based at:	Coeliac UK Head Office, High Wycombe
Salary grade table:	Services (SE3)
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 Experience 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 Department 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 and positive experiences, 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 highly valued 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 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
- Ability to demonstrate Coeliac UK's values.

## Competencies

<b>1: General profile</b>
Monitors, co-ordinates and supervises the daily activities of staff in an assigned work area in similar or related disciplines
Experienced. Fully competent in own area. Shares own expertise with others; provides guidance and support to others
Resolves problems through immediate actions or short-term planning and sets priorities to ensure task completion
Maintains orderly work processes by co-ordinating work flow and work quality. Adheres to established practices and procedures in work area
Builds an environment that supports cooperation and cohesiveness among the direct work team and within other areas in the organisation
<b>2: Technical expertise; building &amp; maintaining</b>
Demonstrates depth/breadth of knowledge/skills in own area; may be acquiring knowledge of other disciplines/areas
<b>2: Technical expertise; applying &amp; anticipating</b>
Applies knowledge/skill through handling complex problems and/or managing work which may extend beyond own area of expertise; shares expertise with teams and other work groups
<b>3: Client/organisation orientation; client response</b>
Understands client needs and identifies solutions to non-standard tasks/queries; actively seeks and closes opportunities
<b>3: Client/organisation orientation; organisation understanding</b>
Decisions impact primarily on own work group/team; may have an impact on department objectives
<b>3: Client/organisation orientation client response; costs</b>
Manages departmental costs
<b>4: Creating &amp; delivering solutions; problem solving</b>
Resolves problems through immediate actions or short-term planning and sets priorities to ensure task completion
<b>4: Creating &amp; delivering solutions; planning &amp; organising</b>
Maintains orderly work processes by co-ordinating work flow and work quality. Adheres to established practices and procedures in work area
<b>5: Working relationship; communicating, negotiating &amp; influencing</b>
Builds an environment that supports cooperation and cohesiveness among the work team and with other areas within the organisation
<b>5: Working relationship; teamwork, coaching &amp; guiding</b>
Oversees the day-to-day activities of work group/team; accountable for work group/team results
<b>5: Working relationship; networking</b>
Creates extensive networks internally and externally

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.