

JOB DESCRIPTION

Job title:	<u>Membership Manager</u>
Job Grade:	<u></u>
Directorate	<u>Engagement Directorate</u>
Reporting to	<u>Head of Membership</u>
Direct reports	<u>Membership Team (Three members)</u>
Location	<u>London</u>
Contract type/duration	<u>Full time, permanent contract. Hybrid working with approx. 2-3 days in the office</u>

Purpose of Job

The primary focus of this role is to drive membership sales and retention, alongside the marketing team, to meet and exceed monthly and annual targets. To achieve this the post holder will be required to work collaboratively with other teams, lead the membership team by example and act as a super user of the CRM system and community management platform.

Principal Accountabilities

Membership Acquisition and Retention

- Lead on developing and implementing strategies to retain and increase RSM membership, including monitoring and evaluating performance against plans and KPIs
- Identify and win opportunities for membership sales and retention, in order to deliver volume and income growth against ambitious targets
- Work closely with the Acquisition Manager and Retention and Engagement Manager to increase membership recruitment and retention respectively
- Cultivate strong relationships with members and understand their specific needs so that the RSM can most effectively support them via our membership engagement platforms
- Act as the primary contact for members and prospective members beyond the day-to-day operations as carried out by the Membership Team
- Own and oversee membership retention and renewal journeys, supporting colleagues in the Membership Team; provide training and mentoring
- Establish and maintain systems to report and evaluate membership retention and acquisition success and provide regular reports to the Head of Membership and the Director of Engagement on key metrics (membership numbers, related income, retention and acquisition rates, trends, reasons for leaving – the list is not exhaustive)

Community management

- Support the Retention and Engagement Manager and the wider marketing team in producing relevant content that helps achieve community goals and promotes member engagement
- Identify and support member ambassadors or champions to foster peer-to-peer engagement
- Support and develop the onboarding journey for new members at the same time as developing new retention journeys to ensure members are placed at the centre of the RSM
- Address any issues relating to member complaints and issues to improve customer service, escalating where necessary
- Develop and deliver regular surveys on customer satisfaction and provide reports to enable benefit development based on feedback from members

Digital platforms

- Act as a primary point of contact for our membership management platforms, including CRM, engagement platforms, networks and forums, and provide appropriate training for colleagues in the Membership Team
- Oversee community management including permission structures, criteria and access control based on the membership framework
 - Provide reports and analytics
 - Identify opportunities and develop plans to optimise member journeys and actively contribute to platform enhancement and development projects
 - Oversee all membership related financial transactions and liaise with the finance team to ensure absolute accuracy, data integrity and audit readiness
 - Ensure compliance with data protection legislation and best practice

Events

- Provide support to any member engagement events, including logistics and follow up activities
- Oversee the operational support provided by the Membership Team via the Community Management Platform
- Liaise with the Marketing and Education teams to help maximise member/customer attendance and experience at events. Provide regular feedback to inform operations, planning and marketing activities

Team management

- Oversee and manage the workload for the Membership Team
- Provide direct line management to team members
- Provide appropriate training and professional development opportunities
- Manage the performance and annual objective setting and appraisal process, in line with departmental objectives

Main Contacts

The post holder will be liaising with internal and external stakeholders on a daily basis to achieve desired outcomes.

Internal

- Line manager, Director of Engagement
- Acquisition Manager and Retention and Engagement Manager
- Colleagues in the team and within Directorate
- Colleagues in other teams, in particular Education, Commercial Services and Library

External

- Members and prospective members
- External suppliers, including platforms related to membership and community management

Knowledge and Experience

Experience:

- Sales-focused, high-volume customer service role achieving and exceeding targets
- Working in a membership organisation, building and managing long term relationships
- Monitoring trends and feedback
- Data analytics and reporting against KPIs
- Using and managing a CRM system and other digital platforms
- Using and managing a membership/community/alumni management platform
- Line management

Essential skills:

- Face to face sales and relationship management skills
- Excellent customer service skills
- Highly organised and good planning skills
- Excellent communications skills – both oral and written
- Excellent Word, Excel and PowerPoint skills

Desirable skills:

- Budget management skills and experience
- Managing or supporting online communities or networks

The above list is not exhaustive and the post-holder will be expected to undertake any other duties as reasonably required to support our operational needs.