

JOB DESCRIPTION

Job title:	<u>Membership Experience Lead</u>
Job Grade:	<u></u>
Directorate	<u>Engagement Directorate</u>
Reporting to	<u>Membership Manager</u>
Direct reports	<u>n/a.</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

This role is responsible for delivering an exceptional end-to-end membership experience, driving acquisition, engagement, and retention across all touchpoints. Acting as a senior point of contact within the membership team, the role leads on engagement initiatives, supports proactive sales and retention activities, and deputises for the Membership Manager when required. It champions community-building through both digital platforms and in-person events, ensuring seamless onboarding, accurate data management, and compliance with organisational standards.

Principal Accountabilities

Membership Acquisition and Retention

- Act as escalation point for colleagues in the Membership Team and resolve complex membership queries with professionalism and diplomacy
- Contribute and lead on campaigns to enhance member engagement, retention, and insight gathering, and support acquisition marketing initiatives
- Monitor member engagement and flag at-risk members to the Retention and Engagement Manager
- Process payments across multiple channels in compliance with legal and organisational standards, with particular attention to the direct debit renewal process
- Provide feedback and insight into trends to the Membership Manager and Head of Department.

Events

- Act as a key liaison for membership-related queries at events, providing support and assist with post event activities
- Work closely with the marketing team, in particular the Acquisition Manager and Retention and Engagement Manager to maximise upselling opportunities
- Support the Membership Executives with complex event or membership related enquiries, including technical troubleshooting

- Help gather and analyse event feedback to support improvements in future engagement efforts

Digital platforms

- Ensure a smooth onboarding process and member experience our digital platforms
- Act as escalation point for platform issues raised by end users or by colleagues in the Membership Team
- Maintain accurate member records, including payment records, ensuring compliance with data protection legislation and best practice
- Support and train team members in the use of our digital platforms
- Work with the Membership Manager and support testing and rollout of new platform features
- Ensure that processes are documented, regularly reviewed and kept up to date
- Provide accurate data, feedback and insight to the Membership Manager and Retention and Engagement Manager
- Assist with content delivery as devised by the Retention and Engagement Manager

Team management

- Provide guidance and mentoring to colleagues in the Membership Team

Main Contacts

Internal

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

External

- Members and prospective members
- External suppliers

Knowledge and Experience

Experience:

- Experience in a high-volume customer service environment
- Working in a membership organisation
- Managing payments and related records, including finance reconciliation
- Confident in dealing with a variety of stakeholders and providing professional, timely feedback
- Comfortable leading or mentoring colleagues and acting as a point of escalation

Essential Skills:

- In-depth knowledge of CRM systems and data management best practices
- Excellent written and verbal communication skills
- Confident use of Microsoft Office, especially Word, Excel, and PowerPoint
- Strong interpersonal and organisational skills
- Proactive and solution-oriented, with the ability to manage priorities and deadlines

- Flexible and reliable, with willingness to work occasional evenings/weekends for events

Desirable Skills:

- Experience working in an environment with volunteer engagement
- Experience in supporting online communities or networks
- Familiarity with content creation and community moderation best practices

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.