

## JOB DESCRIPTION

<b>Post Title:</b>	<b>MEMBER RELATIONSHIP MANAGER</b>
<b>Department:</b>	Membership, Communications and Fundraising
<b>Location:</b>	Head Office (Swanley, Kent)/Remote within the UK/Hybrid
<b>Hours of Work:</b>	21 hours per week
<b>Accountable to:</b>	Head of Membership and Communications
<b>Responsible for:</b>	Membership Officer (x2); Membership budget.
<b>Pay Group/Salary:</b>	£33,248 FTE (£19,949 actual)
<b>DBS Eligibility:</b>	Basic DBS check

*This position is deemed to meet eligibility for a Basic level DBS check. The post-holder will therefore be expected to supply a self-declaration and a Basic Criminal Records Disclosure Certificate prior to commencement of employment as part of our Safer Recruitment Policy.*

### **Job Purpose**

To lead on delivering the charity's membership strategy to increase net membership and Member Lifetime Value (MLV) through creative and data-driven approaches to recruitment of new members, development of strong relationships with existing member organisations, prospective leads and networks, ensuring an excellent customer experience, and identifying opportunities to promote and market our member offer. This role will line manage our membership team.

### **A. Main Responsibilities**

1. To work collaboratively with the heads of department and wider team to deliver our membership strategy in line with our Christian vision, values and ethos, understanding and articulating the theology of the organisation.
2. To work with the membership team and others across the department, to put in place processes and monitoring to ensure we provide an excellent level of member experience and care across all our services.
3. To drive the recruitment of new members and retention of existing members by proactively identifying opportunities to develop and strengthen relationships with prospective leads, networks, and existing contacts.

4. To represent the Christian purpose of the organisation with the public, communicating and being the point of contact about the organisation.
5. To establish a member recruitment and retention plan in line with our strategy, setting targets and monitoring the return on investment (ROI) and effectiveness of each activity.
6. To lead on planning and managing our presence at events and exhibitions, identifying and securing opportunities that allow us to market ourselves to prospective new members and strengthen awareness of our range of services to existing members.
7. To work closely with the Communications Manager and wider management team to ensure the benefits of membership are effectively communicated to new and existing members in ways that express our mission and vision to create safer places for all.
8. To lead on the regular review of our membership offer to ensure it remains competitive and relevant to the needs of current and potential members.
9. To lead on the marketing of our membership and services, including any advertising opportunities and the development of any offers within agreed budget.
10. To embed a data driven approach to understanding the make-up of our membership and their needs.

## **B. Specific Responsibilities**

1. To line manage the membership team providing supervision, setting individual objectives, manage performance and identify areas for learning and development as well as providing pastoral support from a Christian perspective.
2. To set standards, processes and timescales for responding to member queries and ensuring all member activity is consistently recorded on our MS Dynamics CRM.
3. To lead on our member communications plan to ensure our members receive timely and relevant communications that highlight the benefits of membership.
4. To regularly report on membership performance and activity using available data and analytics, and to provide commentary to help interpret and understand any trends.
5. To ensure staff and volunteers across the organisation are properly equipped to promote the benefits of membership.
6. To work collaboratively as part of the Membership and Communications team and the wider management team to support the delivery of the organisation's strategic objectives.

7. To oversee the development and delivery of our member engagement activity including e.g. member only events.
8. To actively seek external opportunities to work with partners and other agencies to promote our membership offer.
9. With the head of department and finance team to set the annual membership budget and ensure all spend is within budget, appropriately accounted for, and that maximum return on investment is achieved.

**C. General Responsibilities**

1. Ensure that all work supports and promotes the values and ethos of the charity as a Christian organisation seeking to promote safer environments for vulnerable groups.
2. Ensure all work contributes to and underpins the charity's mission, vision, values and strategic plan.
3. Contribute skills and knowledge as part of a staff team and attending staff and other meetings where required.
4. Contribute to the development of an inclusive and empowering culture of excellence and effective team working environment within the charity.
5. Contribute to and comply with effective recording and data management systems in accordance with all relevant guidelines and legal requirements (e.g. confidentiality, information sharing and secure storage of data), with particular reference to the General Data Protection Regulation (GDPR) and Data Protection Act, 2018.
6. Participate in staff development and training programmes which aim to enhance individual skills and create opportunities for professional development.
7. Contribute skills/knowledge as part of a staff team and attend staff/management meetings where required.
8. Participate in the range of other work undertaken by thirtyone:eight, both directly and in terms of offering support, collaboration and back-up to other staff members where needed.
9. Ensure all work undertaken promotes equality and diversity.
10. Under the Health & Safety at Work Act and associated guidance, take adequate care for the health and safety of oneself and other persons who may be affected by acts or omissions to act.

11. Undertake any other reasonable duty or task in accordance with the objectives of this post as required by your line manager.

\*Activities under 'Vetting Checks' are subject to development and agreement with third-party providers, including Security Watchdog (part of Capita PLC).

## PERSON SPECIFICATION

**Essential Qualifications:** A levels (or equivalent)  
Possession of current driving licence

**Desirable Qualifications:** Relevant professional qualifications e.g. in sales or marketing

### **A. Essential Personal Characteristics and Qualities**

1. Honesty
2. Integrity
3. Openness
4. Collaborative
5. Solution-focused
6. Learning
7. Creative
8. Fair
9. Committed
10. Passionate

### **B. Essential Experience**

1. A practicing Christian in good standing within the Christian community\*
2. Sales and marketing experience with good relationship/account management experience.
3. Experience of using a CRM system to manage and analyses data and record activities. (Knowledge of MS Dynamics is desirable).
4. Relevant experience of managing and developing relationships with churches, Christian faith-based organisations, and charities, to increase engagement.
5. Experience in developing and embedding of processes and procedures to ensure high levels of customer service are monitored and maintained across an organisation.
6. Experience of line managing a team of staff and volunteers as well as working with external agencies.
7. Experience of managing a budget.

### **C. Essential Abilities, Knowledge and Motivation**

1. A strong working knowledge of churches, Christian faith organisations and charities.
2. Ability to communicate professionally and effectively at all levels of an organisation.
3. Motivated to continually improve on past success and to challenge the status quo.
4. Excellent interpersonal skills, including the ability to engage an audience.
5. Ability to communicate professionally and credibly and to build strong, professional relationships with contacts of the charity.
6. Ability to work as a team member with colleagues and across departments.
7. Experience of identifying and meeting training/development needs in an organisation.
8. Excellent IT skills (MS Office applications as a minimum) with analytical capability.
9. An ability to travel independently; both regionally and nationally as required.
10. Knowledge and understanding of Equal Opportunity and Anti-discriminatory practice.
11. Willingness to promote and participate in relevant training and CPD.
12. Ability to identify with and accept the aims and objectives of the charity and statutory and other professional guidance as appropriate.

#### **\*Occupational Requirement Statement**

Thirtyone:eight is an organisation delivering services within a Christian ethos and context. The nature of this post and the context in which it is carried out, gives rise to an Occupational Requirement (under the Equality Act, 2010, Sch.9) for the post holder to be a committed and active Christian. Applicants will therefore be required to demonstrate a clear personal commitment to the Christian faith.