

Job Description

Job Title:	Membership Lead Officer
Salary Range:	£25,000 to £29,000 Gross p/a (based on experience)
Working Hours:	37 hours per week
Contract Type:	Initial 1 Year term (subsequent contract subject to income generation targets)

Organisational Relationships of the post:

Reports to: Network Manager who reports directly to the Selnet Chief Executive Officer (CEO)

Manages: There are no staff management responsibilities within the post

Based at: Brentwood House, 15 Victoria Road, Fulwood, Preston, PR2 8PS

BACKGROUND

Social enterprises across Lancashire are businesses that are building a fairer, more equal society. Selnet is the recognised lead for social enterprise in Lancashire and is named within the UK's Top 100 social enterprises; we help Lancashire's social entrepreneurs achieve ambitions, respond to challenges, tackle inequalities and empower local communities.

We are a social enterprise, run by our members to meet the needs of our members. Selnet represents Lancashire's social business interests at national, regional and local levels through our wide network of stakeholders and partners. Members of Selnet join like-minded business people to share ideas, network, grow and develop, find local connections and help open their business up to new markets. Through our communications channels, members receive up to date sector news, funding information, events and training updates and have a platform to promote their business.

We are investing in this core aspect of our mission, using trading surplus to create a new Membership Lead Officer role. This role will help us to give Selnet membership a whole new energy; by building our membership base, identifying members' needs and helping us to meet them. The post-holder will also support the development of the business, working with the Network Manager and CEO to design an improved and more meaningful offer for members.

JOB SUMMARY

The Membership Lead Officer is the main face of Selnet membership across Lancashire. This is a key role in ensuring that, internally, all Selnet staff continue to keep "membership at the heart of everything we do". Externally, it is about ensuring membership satisfaction by improving retention rates, increasing member uptake and working closely with the Network Manager to develop initiatives to improve and enhance the member experience.

The role involves working closely with the Network Manager, Finance and IT Officers.



MAIN DUTIES, TASKS AND RESPONSIBILITIES

- Be accountable for membership and overall membership performance
- Work with the Network Manager to develop and implement member recruitment strategies and retention plan
- Promote membership offer and drive growth in membership to meet financial and volume targets
- Build and maintain strong relationships by working with all members and stakeholders; travel to member locations and attend events as required
- Act as the first point of contact for all members and prospective members, taking enquiries via multiple communication channels, providing a high level of customer service, and updating the database accordingly
- Co-ordinate membership application procedures; process new membership applications, keep updated all membership application materials
- Work with Network Manager on communications to Selnet members, sharing key news and events of interest to the Network (including member emails, the 'Selnet Informer' member newsletter) and other member communications (press releases, news stories, social media etc)
- Maintain high profile for membership across the organisation
- Work closely with Network Manager officer on developing an impactful acquisition programme that meets income generation targets and maintains Selnet's mission
- Work with Network Manager to develop resources to promote Selnet's membership offer and new opportunities available from working with Selnet
- Assist in the creation and development of membership and marketing material e.g. letters, new member welcome packs, newsletters, e-communications, member questionnaires and brochures
- Support the Network Manager and CEO to manage and develop membership events
- Attend events to promote Selnet and its membership opportunities
- Manage the member lifecycle i.e. sale and payment, new member communications, member benefit administration and members renewal process. Maintain the membership database ensuring all data is accurate and GDPR compliant
- Work with Network Manager, IT and Finance to define and support changes Selnet's membership database and be responsible for uploading/updating information. Undertake all necessary verification of information and synchronisation with Finance records and support the credit control purposes
- Review and recommend improvements to the membership process
- Ensure relevant reporting is produced in advance of board meetings.

TEAMWORK

Work positively as a member of the Selnet team providing services to our membership and stakeholders in liaison with the Network Manager.

Deal professionally and proficiently with enquiries from colleagues, business contacts, visitors and members of the public.

Assist with all general office duties as and when required.



GENERAL CONDUCT

The post holder will be expected to maintain professional conduct and appearance and adhere to procedures relating to the proper use and care of equipment and materials for which the role has responsibility.

The post holder will be required to sign an agreement of confidentiality in relation to some aspects of the enterprise, work within organisational policies and act in best interests of the organisation at all time.

All staff are expected to conform to the policies and procedures in respect of employment, health and safety, data protection and risk management and acknowledge they have read and understood them.

Staff are also expected to be familiar with the business and operational plan and to support the aims of the company. In line with good practice regular project and team meetings, support and supervision sessions and appraisals are carried out reviewing performance and considering continuing professional development.

*This job description outlines the main responsibilities of the person appointed as **Membership Lead Officer**. It is subject to periodic review and amendment in the light of development and experience.*

Please note: This job description is not intended to be exhaustive. The postholder will be expected to adopt a flexible approach to the responsibilities, which may be varied from time to time following discussion with line management. Any variations will be subject to the requirements of the organisation and will be in keeping with the general profile of the post.

TERMS AND CONDITIONS

- Full-time post – 5 days, 37 hours a week.
- Family friendly, flexible working
- Salary – negotiable based on experience
- Leave entitlement: 25 days plus bank holidays
- Location: Central Lancashire
- Travel: Post requires travel to locations across Lancashire, Blackpool, Blackburn with Darwen. Approved travel expenses reimbursed (mileage at 45p per mile).
- A six-month probationary period would apply
- 10% Stakeholder Pension (after satisfactory completion of probation period)

APPLICATIONS

To apply for this position, please send a CV and covering letter directly addressing the Job Description and Person Specification provided to dawn@selnet-uk.com or by post to the address below **by 12pm on 10th March 2020**.

Person Specification

Post	Membership Lead Officer
Location	Preston
Responsible to	Network Manager

	Essential	Desirable
Experience/ Qualifications	<p>Experience of developing and implementing marketing strategies to increase and retain customers</p> <p>Developing and maintaining effective CRM systems and procedures</p> <p>Ability to analyse data and produce reports</p>	<p>Significant experience within a membership organisation</p> <p>Educated to graduate degree level (or equivalent).</p>
Knowledge/ Skills	<p>A strong customer service ethos</p> <p>Understanding of how to build a compelling purchase proposition</p> <p>Ability to develop effective processes and systems to manage activity efficiently</p> <p>Ability to communicate effectively, both orally and in writing.</p> <p>Ability to use of a range of IT applications (e.g. word processing, spreadsheets, databases, internet).</p> <p>Knowledge of working with performance indicators, including monitoring and reporting on project progress, analysing performance information, and identifying corrective action.</p> <p>An understanding of and commitment to Diversity and Equality as it applies in the workplace.</p>	<p>Knowledge of and general interest in social enterprise.</p> <p>Good understanding of business</p> <p>Experience of developing knowledge management strategies</p>
Competencies (We want the post-holder to be	<p>Project management skills</p> <p>Communication skills</p>	



<p>able to demonstrate the following competences to a high level and want to use these to the full in their work)</p>	<p>Customer and client focus & managing diversity</p> <p>Generating revenue through sales – including credit control of member invoicing/renewals</p> <p>Influencing skills</p> <p>Managing external relationships</p> <p>Team working and co-operation</p> <p>Managing self and relationships with others</p> <p>Personal effectiveness</p> <p>Using IT</p> <p>Analytical thinking and judgement</p>	
<p>Additional Requirements</p>	<p>Willingness and ability to work outside of normal office hours as required</p> <p>Willingness to work flexibly in response to changing organisational requirements</p>	<p>Full driving licence and access to transport.</p>