

## VACANCY

### Head of Membership UK based

#### Overview of The Union

Since our founding as a global scientific organisation in 1920, The Union has drawn from the best evidence and the skills, expertise and reach of our staff, consultants and membership in order to advance solutions to the most pressing public health challenges affecting people living in poverty around the world.

The Union has thousands of individual and organisational members forming an international network of huge influence and knowledge that is the bedrock of our work.

We have three main approaches to achieving our mission:

- As a scientific organisation, The Union's approach starts with evidence. We conduct research so that we can know the nature of the challenges we face and their most effective solutions.
- Through our peer-reviewed journals, our global and regional conferences, and through training courses and technical assistance, we provide platforms for sharing scientific knowledge with stakeholders around the world. A flagship Union event each year is The Union World Conference on Lung Health where over 3,000 participants come from around the world to learn about the latest research, policy developments and programmatic advances. The conference attracts high profile, influential speakers including those who have survived TB as well as Ministers of Health and leading researchers.
- By directly delivering health services and advocating on behalf of those affected by tuberculosis and lung disease, we directly act on the best available scientific knowledge.

Know. Share. Act. These principles have driven The Union's work since its founding. For more information about The Union, please visit [www.theunion.org](http://www.theunion.org).

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Do you have an excellent track record of leading and managing the development of membership in a member association? Have you got strong experience planning and delivering commercial, digitally-driven strategies, and leading teams to implement these successfully?

Do you want to make a real difference to the Public Health sector? We are looking for an outstanding Head of Membership to lead the development and further growth of The Union's membership.

Fixed term contract 1-2 years (TBD) with the potential to extend or move to permanent.

The post will oversee the ongoing development, delivery and management of The Union's Membership and will share that expertise organisation wide. They will lead on the development of all elements of The Union's Membership scheme and develop and maintain all processes to manage and grow the reach. This post drive ambitious growth targets and work with the teams to sell membership and retain current members.

**We are seeking a Head of Membership to:**

- Lead the ongoing development and delivery of the membership growth and retention strategy, planning steps to improve the support we provide to our members, and through this to grow our membership
- Deliver against ambitious membership growth targets - by developing and executing ongoing engagement programmes and recruitment strategies
- Work with colleagues to plan and monitor campaigns to increase our acquisition, retention and engagement with members
- Lead the planning and delivery of member workshops and consultations when necessary to ensure the product remains fit for purpose
- Support the ongoing development and delivery of departmental processes, including renewals, joining, and elections
- Drive membership marketing and communications programmes, supporting content generation and stepping in to develop communications where appropriate
- Oversee and deliver regular reports to support the overall positioning of the team and membership internally and with senior members including staff meetings, Membership Committee, Board
- Support the development of the team

Reporting in to the Membership Director, you will play a key role in the wider Union

**Applicants must be able to demonstrate the following essential requirements in particular:**

- Proven track record managing development of membership, with significant experience planning, delivering and exceeding commercial strategies and targets
- Membership Marketing experience, good writing skills, significant experience developing engagement programmes
- Experience leading development and management of digital business systems, websites, and e-learning, and using CRM to analyse and plan membership engagement
- Management of P&Ls, and budgets
- Regular collaboration across departments, especially communications

**Head of Membership**

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The role can be split into three key areas outlined below;

### **Membership Management**

- Regularly review membership workflow and internal processes and make recommendations for improvement
- Continuously review the membership offer to ensure it is fit for purpose. Monitor and evaluate membership services and benefits; propose potential new benefits and recommend removal of obsolete benefits to enhance the membership offer
- Deliver excellent customer service to ensure The Union is in touch with the needs of its members
- Monitor membership feedback, comments and suggestions to ensure continuous improvement and growth
- Drive and deliver new member growth developing engagement programmes and supporting the team to deliver
- Manage all aspects of the new members' application process ensuring that new members receive a prompt and high-quality service from the very beginning
- Ensure detailed analysis of membership profiles are available and that an understanding of retention obstacles and opportunities are maintained and that action plans to retain members are delivered
- Develop and manage an effective retention strategy to manage the annual membership renewal process and ensure annual retention targets are met
- Develop and manage a process to manage member enquiries; ensure that information for members and enquirers is consistent, robust, properly researched and up-to-date
- Ensure that membership communications are accurate, timely and follow The Union's brand guidelines
- Manage and be responsible for the annual membership budget. Monitor membership income and expenditure, contributing to monthly review of management accounts
- Interrogate and analyse CRM to support recruitment / retention activities and improve campaign effectiveness
- Provide accurate management information and statistics to the Membership Director to support the reporting to the senior management team, membership committee and The Board
- Manage resources and set workflow priorities
- Develop and review the membership development strategy
- Develop a culture within the membership team of continuous improvement and review, including delivering training as necessary
- Line manage the Membership Officer and Membership Administrator and undertake all management duties including induction, recruitment, appraisals and performance management.

### **Membership Development**

- Drive and deliver ambitious membership targets by developing innovative campaigns and sales approaches

- Keep up to date with developments and trends across both the membership and charity sectors, including competitor benchmarking
- Manage the delivery of effective campaigns across all areas to recruit new members organisation and individual
- Work with colleagues to provide relevant and timely content for The Union’s website, social media, marketing campaigns and external communication opportunities.
- Gather good practice case studies across all membership for marketing and communication use
- Present to and consult with the Membership Director to flag emerging trends with a view to developing new customers, services, products, and links.

**Corporate responsibilities**

- Support the development of good practise that will support The Union to become a recognised outstanding organisation
- To be committed to the Vision, Mission and Values of the organisation.
- Liaise with others and participate in internal and cross-organisation working groups and exchange of information and best practise.
- Attend team and other meetings deemed to be appropriate.
- To take on additional responsibilities commensurate to the role as and when required.
- To be committed to developing professional knowledge and management practices through continuing professional development, making good use of training opportunities provided.

<b>Person Specification for Head of Membership</b>	<b>Essential / Desirable</b>	<b>Application Form (A)/Interview (I)</b>
<b>Qualifications/Knowledge</b>		
Strong understanding of the membership scheme environment with a demonstrable track record	Essential	A/I
Knowledge and understanding of recruitment and retention strategies for membership schemes with a demonstrable track record	Essential	A/I
Knowledge and understanding of Public Health sector	Desirable	A
Educated to Degree standard	Desirable	A
<b>Experience</b>		
Demonstrable experience of being able to translate and progress creative ideas into specific and achievable actions	Essential	A/I

Demonstrable experience of developing and delivering a highly effective membership scheme	Essential	A/I
Demonstrate experience of sustaining increasing membership figures revenue and numbers	Essential	A/I
Experience of delivering membership relationship management programmes	Essential	A/I
Experience of analysing member behaviours to forecast future renewal patterns in order to inform financial planning	Essential	A/I
Experience of analysing CRM systems and data to identify current and future trends and support service and business growth	Essential	A/I
Experience in developing and delivering solid membership engagement programmes	Essential	A/I
Delivering digital services to members and driving digital campaigns	Essential	A/I
Understanding and management of global memberships	Desirable	A
<b>Skills and Abilities</b>		
Excellent project-based delivery skills and expertise and able to see a project from concept to completion	Essential	A/I
Excellent customer service delivery skills	Essential	A/I
Excellent verbal and written communication skills, membership engagement skills and the ability to liaise and present confidently at all levels	Essential	A/I
Flexibility and ability to work on own initiative and under pressure	Essential	A/I
Team management	Essential	A/I
Ability to speak other languages (French, Spanish)	Desirable	A

*This job description is not exhaustive; it merely outlines the key tasks and responsibilities of the post. These key tasks and responsibilities are subject to change.*

#### How to apply:

Please send your CV and a cover letter including your salary expectations to [hr@theunion.org](mailto:hr@theunion.org) with HOM in the object line of your email.