

# Head of Membership and Marketing

**Reports to:** Director of Commercial Services (New)

**Salary:** £42,820 - £44,880 (dependent on experience)

**Hours:** Full time

**Duration:** Permanent

## Role summary

You will be the lead on all things Membership and Marketing for the organisation and be responsible for meeting income targets in excess of £600,000. You will be responsible for driving the membership and marketing strategies forward and getting the most out of our ambitious team. The role is both technical and strategic in nature therefore you will need to be passionate about data and using the information to drive the organisation forward to meet its challenging goals and aspirations.

## Who are we looking for?

### You will:

- Be an excellent communicator able to liaise with a variety of stakeholders across different sizes and disciplines of social change organisation,
- Be an exceptional leader of people, seeking opportunities and driving performance through motivating and supporting your team,
- Be solutions focussed and seek out ways to improve processes in the team,
- Be a team player and work seamlessly with the wider organisation,
- Be open, approachable and a firm believer in continuous development.

## Specific Responsibilities

### Membership scheme

- Ensure CFG's membership scheme is appropriate and that the fee structure and commensurate level of benefits offered reflect the needs of the market.
- Ensure that CFG's member services and benefits continue to be relevant and useful to CFG audiences and are effectively promoted to both members and the non-member audience.
- Lead the team to drive up levels of 'customer service' across CFG ensuring all internal staff are trained and equipped to align with the standards of customer experience required in the CFG member journey.
- Oversee the management of tailored offerings of Special Interest Groups, bulk partnerships etc (spotting opportunities for further tailoring and implementing mechanisms for effectively supporting sub-sectors and regions) and work to maximise member engagement.

### Information, insight and data

- Ensure renewal and retention campaigns are undertaken in a timely and effective manner.
- Support the membership team and wider CFG staff team to understand information drawn from multiple sources and from insights regarding market trends, member behaviour, opportunities for growth and member need. Particularly with a view to ensuring CFG's

activities and approach in a digital environment are effective.

- With the IT and database Manager, ensure that CFG’s database is developed and managed in order to meet the information needs and support the work of the wider organisation; reporting on and analysing member profile data to inform and support the broader work of CFG.

### **Marketing and member engagement**

- Ensure consistent expression externally of CFG brand and positioning
- Lead on putting member value at the heart of decision-making within the organisation
- Increase CFG’s engagement with non-member audiences
- Develop internal understanding of the brand and brand values and ensuring a consistent tone of voice
- Oversee an effective marketing team to develop and optimise relevant events marketing and member strategies ensuring delivery of sustainable income (from all products and services), overseeing and supporting end to end campaigns in the team
- Lead the development and implementation of effective marketing/membership recruitment and retention strategies to drive member engagement and growth in reach.
- Lead the development and implementation of effective marketing/events and training strategies to ensure our professional development programmes are sustainable.

### **Additional responsibilities**

- Represent CFG values at all times.
- Support the development of cross-departmental communication and working
- Assist with and attend CFG events taking advantage of networking opportunities.
- Provide administrative support to the events and wider team.
- At all times, work pro-actively to promote CFG’s equal opportunities policies, both in respect of service delivery and employment issues; and to ensure the health, safety and welfare of the post holder, colleagues, members and visitors.

	<b>Essential</b>
<b>Experience</b>	<ul style="list-style-type: none"> <li>▪ Managed a commercial membership scheme and increased member numbers</li> <li>▪ Experience leading an organisational marketing strategy</li> <li>▪ People management</li> </ul>
<b>Skills/ Abilities</b>	<ul style="list-style-type: none"> <li>▪ Communication and negotiation skills</li> <li>▪ Self-starter and solutions focused</li> <li>▪ Data led creative insights</li> <li>▪ Business acumen</li> </ul>
<b>Knowledge/ Understanding</b>	<ul style="list-style-type: none"> <li>▪ CRM and CMS</li> <li>▪ Understanding of the charity sector</li> <li>▪ Membership and Marketing principles</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>▪ Occasional overnight stays across the UK</li> </ul>

