

Job Title: Head of Membership  
Date: September 2024  
Accountable to: Director of Income Generation & External Affairs  
Accountable for: Membership Executive  
Location: Albemarle Street, Central London, with some remote working  
Contract type: Permanent, full time, 35 hours a week. Requests for flexible work patterns are welcome.  
Salary: c. £55k

### **Job Purpose**

The Head of Membership is responsible for developing and implementing strategies to drive membership growth, increase member acquisition, retention and value, and enhance the overall member relationship management and engagement with the organisation. This role works in close collaboration with the Fundraising team and requires a strong understanding of customer engagement, data analysis and marketing principles to effectively manage and optimise membership at the Royal Institution (Ri). The role is also the Data Protection Officer (DPO) for the Ri and as a membership organisation, has strong links to the governance of the organisation.

### **Main responsibilities of the role**

- Develop and execute a comprehensive membership strategy, and action plan aligned with the Ri's strategy.
- Define the current and target member audience to continue to attract new audiences to Ri membership and deepen the relationship we have with our existing members.
- Design and deliver effective member acquisition, engagement and retention strategies that improve performance to drive overall membership growth.
- Manage the Ri's Membership budget, assessing and forecasting financial performance to enable and assess performance against the Ri strategy and business plans.
- Increase member engagement by delivering an effective member communications plan online and offline, and design and execute effective member journeys that increase membership income.
- Develop business cases for future development and growth of Ri membership including a digital membership proposition. Implementation and project management of membership development projects.
- Work with the Governance Team at the Ri to ensure the success of events such as the AGM, voting processes and relationships with the Board of Trustees.
- Oversee the membership area of the CRM system to ensure a high level of customer service, accurate reporting and enhanced member engagement; make recommendations for improvement and work with IT team to implement enhancements.
- Effectively performance manage, lead and motivate the membership team (currently one member executive), to maximise individual and team performance.
- As a Head of Department this role will be an important part of the Senior Leadership Team (SLT) and occasionally have to deputise for the Director of Income Generation & External Affairs.

- As Data Protection Officer (DPO) for the organisation ensure compliance with data regulations and legislation in collaboration with the Head of IT

### General responsibilities applicable to all staff

- Understand and support the Ri strategy including the Ri vision, mission and aims
- Promote the Ri values and encourage team working and effective communication with colleagues.
- Help achieve EDIA goals across the organisation and as a senior leader promote diversity and inclusion at the Ri
- Act as a representative of the Ri and deal with Ri customers, stakeholders and the public in a professional manner
- Comply with Ri financial and other policies and practices as applicable including Health & Safety, Safeguarding and GDPR.
- Undertake other responsibilities as may be reasonably requested of your post.

### Skills, experience and knowledge

Essential (E) Desirable (D)

• Experience of working in a membership organisation and creating and delivering a membership growth strategy and action plan	E
• Experience of setting budgets, financial management and business planning and ability to build membership financial models and present compelling business cases	E
• Experience of people management with the ability to motivate highly effective teams	E
• Exceptional stakeholder management skills, a strong understanding of customer engagement and excellent customer service and influencing skills	E
• Experience and knowledge of monitoring, recording, and analysing the impact of membership activity, using data to improve effectiveness	E
• Experience in using high-level thinking to shape and plan projects to drive maximum value	E
• Excellent writing and editorial skills	E
• Experience of working with Customer Relationship Management software (preferably Salesforce)	E
• Project Management skills and experience	E
• Knowledge of data protection legislation, including GDPR	E

### Qualifications

• Educated to degree level or equivalent demonstrable experience	E
• A qualification in Direct Marketing	D

### Personal Attributes

• Excellent people skills with the ability to build relationships both internally and externally	E
• Able to find pragmatic solutions, seek improvements, and adapt to changing situations	E
• Able to present information (including financial reporting), verbally and in writing, in a clear and concise manner, with excellent attention to detail	E
• Strong understanding of the Ri's mission and activities	D

**Notes:**

This role will involve occasional evening and weekend working

This job description will be subject to review in the light of changing circumstances and is not intended to be rigid or inflexible but should be regarded as providing guidelines and accountabilities within which the individual works.