

## Job Description

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Job Title	Membership & Communities Officer
Hours	28.8 hours per week (80% FTE/ spread across 5 days), part-time, permanent
Reports to	Chief Revenue Generation Officer
Responsible for	n/a
Location	Remote or Hybrid (office in London)
Salary	£30,000 FTE (£24,000 actual, pro rata amount)

### Team purpose:

The revenue generation team is dedicated to fostering a dynamic member community and broadening financial sources, enhancing both sustainability and outreach. The team's chief objective revolves around drawing in and keeping members actively engaged and supportive. Concurrently, the team is tasked with investigating and enacting a variety of revenue-generating strategies, such as sponsorships, training, and other creative ventures, to ensure a diversified financial foundation. The team endeavours to nurture a robust community spirit, where members are encouraged to contribute, engage collaboratively, and reap the benefits of their involvement with Learning on Screen. This approach not only solidifies the financial stability of the organisation but also promotes growth through an array of income opportunities.

Accountable to the Chief Revenue Generation Officer, the Membership & Communities Officer works collaboratively with the Head of Marketing & Sales to deliver our new strategy for 2023 – 2027 and beyond.

### Scope of the role:

The Membership & Communities Officer plays a key role in driving growth and retention-focused membership strategies. This position is integral to maintaining the organisation's financial health by ensuring sustained membership fees and fostering long-term loyalty.

The primary responsibilities include preserving and enhancing the existing membership base, coordinating membership services, and ensuring a high level of member satisfaction and engagement. The role is vital in strengthening the connection between members and the organisation, making sure they feel valued, understood, and connected with one another to build a thriving community.

Duties also involve responding to member requests and queries, developing compelling retention initiatives, analysing membership data, and collaborating with cross-functional teams to boost member engagement, satisfaction, and loyalty.

### Core responsibilities:

Under the guidance of the Chief Revenue Generation Officer:

**Membership Support:**

- Answering member queries and requests promptly, ensuring adherence to agreed customer service timeframes.
- Collaborating with colleagues to create and enhance valuable resources and benefits for members.
- Onboarding new members effectively, providing the necessary information and support to maximise their membership value.
- Proactively educating members on available resources, tools, and benefits to ensure full utilisation.

**Membership Retention and Growth:**

- Overseeing and delivering membership and subscription renewals, ensuring processes run smoothly.
- Developing and implementing strategies for member conversion, retention and engagement, focusing on delivering value and maintaining high satisfaction levels.
- Regularly reviewing and enhancing member benefits, ensuring they remain competitive and aligned with member needs.
- Developing initiatives to increase revenue from membership fees and contributions without compromising member satisfaction.
- Gathering and analysing member feedback to refine strategies and improve the membership experience.

**Community Building:**

- Building and managing an active, thriving online community for members, fostering peer-to-peer networking and knowledge sharing.
- Supporting members by addressing queries and providing relevant content in the community space.
- Implementing innovative initiatives to enhance community engagement, adapting strategies based on member feedback.
- Collaborating with colleagues to run member-exclusive events, forums, and networking opportunities, both online and in-person.
- Developing and enforcing community guidelines to ensure a positive, inclusive, and engaging online space for members.

**Marketing and Member Engagement:**

- Collaborating with the marketing and sales team to design and execute multi-channel campaigns that highlight membership benefits and value.
- Producing and curating engaging marketing content (e.g., newsletters, blogs, social media) to connect with members and attract prospects.
- Supporting the promotion of member-exclusive events, webinars, and community activities through digital marketing efforts.

- Engaging with external partners and networks to co-promote membership opportunities and increase brand visibility.

**Membership Database Management:**

- Maintaining accurate and up-to-date membership records in the CRM, ensuring member information is well-organised.
- Tracking membership metrics such as renewals and engagement levels using CRM tools and data analytics.
- Using data-driven decision-making to identify opportunities for enhancing member satisfaction and retention.
- Ensuring the security and privacy of member data, adhering to GDPR and other relevant regulations.
- Supporting organisational reporting on membership impact and success.

**Organisational Effectiveness:**

- Developing and executing operational work plans and schedules, meeting specific milestones for delivery.
- Providing regular reports on work progress, using key performance indicators (KPIs/OKRs) and organisational targets.
- Fostering effective communication with other teams to ensure colleagues are aware of work.
- Ensuring proper recording, processing, and maintenance of organisational knowledge and information in accordance with good administration practices.

**General:**

- Staying updated on relevant educational issues and developments impacting key audiences and the sector.
- Fulfilling other duties as requested by the CEO and the senior leadership team.
- Attending and actively participating in team away days, performance, development, and training programmes.
- Adhering to organisational policies and practices as set out in the Staff Handbook.
- Taking responsibility for the health, safety, and welfare of oneself, staff members, and visitors.
- Demonstrating commitment to ongoing professional development.

The job description is subject to occasional amendments and is not considered a part of the employment contract. Flexibility is required within the broad scope of the position.

**Person Specification**

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The Membership & Communities Officer is be expected to demonstrate the following:

<b>Essential</b>
<b>Experience and Qualifications:</b>

- Relevant qualification in Business Administration, Marketing, Communications, or a related field.
- Demonstrable relevant experience in membership support, retention, or community management roles.

**Membership Support:**

- Exceptional customer service skills with the ability to respond effectively to member queries and resolve issues in a timely manner.
- Highly organised, with the ability to manage multiple projects and priorities simultaneously. Ability to adapt and be flexible to changing priorities and new opportunities.

**Membership Retention and Growth:**

- Proven track record of developing and implementing member retention strategies and improving member satisfaction.
- Demonstrated capability in converting prospective members into paying members through efficient sales and onboarding processes.
- Experience in designing and implementing member-centric initiatives and benefits to enhance member satisfaction and loyalty.

**Community Building:**

- Experience in creating and managing online communities or forums, fostering engagement, and facilitating peer-to-peer interactions.
- Ability to design and implement initiatives that encourage member participation and knowledge sharing.
- Strong interpersonal skills, with the ability to build and maintain positive relationships with a diverse member base.

**Marketing and Member Engagement:**

- Strong experience collaborating with marketing teams to design and execute multi-channel campaigns.
- Experience organising and managing events (both online and in-person), specifically for community engagement and networking.
- Proficiency in digital marketing tools (e.g., Mailchimp, social media platforms) and content management systems (e.g., WordPress).
- Strong written and verbal communication skills, with the ability to create engaging content for newsletters, digital platforms, and marketing materials.

**Data Management and Analysis:**

- Proficient in the use of CRM systems and data analytics tools to track membership metrics and produce reports.
- Ability to generate insights and recommendations from data to inform decision-making and improve membership satisfaction and retention.

**Desirable**

- Experience in developing innovative pricing strategies or membership models to enhance revenue.

- Familiarity with marketing principles and tactics, particularly in the context of membership engagement and retention.
- Proven track record in developing and executing successful membership marketing strategies across multiple channels.
- Solid understanding of GDPR and other data privacy regulations, with the ability to ensure compliance in all member-related activities.
- Proficiency in using Salesforce software and tools to manage member information, track engagement, and generate reports.
- Ability to ensure data accuracy, privacy, and compliance with relevant regulations, such as GDPR.
- Basic data analysis skills, including the ability to interpret membership data, identify trends, and derive actionable insights.
- Basic understanding of financial principles and budgeting, particularly as they relate to membership revenue and financial sustainability.
- Enthusiasm for the education or media sectors, particularly regarding Learning on Screen's mission.
- Creative thinking with an interest in exploring new methods to engage members and foster community growth.