



Job Description

Job Title:	Membership Manager
Location:	Woodstock, Oxfordshire
Reporting to:	Head of Engagement
Responsible for:	NA
Salary Range	£28,000 - £38,000

Plunkett's Vision is for resilient, thriving and inclusive rural communities.

Plunkett's Mission is to inspire and empower rural communities to work together to find solutions to their needs through sustainable community enterprise. In our experience, rural communities have demonstrated resilience most when they work together to take control of the assets and services they value and need. We have seen first-hand how such action leads to inclusive and participatory businesses which stimulate social and economic activity for the long-term. These businesses are also proven to create opportunities for all and to improve people's quality of life, especially those most vulnerable and in need of support.

The **Engagement Team** is responsible for raising awareness of the community business model, creating an enabling environment for community businesses to operate within and building effective relationships that support community businesses and Plunkett Foundation to thrive.

Job Purpose:

This is a Manager role responsible for delivering Plunkett's Membership strategy, developing and maintain relationships with our beneficiaries and stakeholders and being an active member of the Engagement Team. The post-holder will have accountability for the effective, professional and income generating activities as part of Plunkett's Membership portfolio.

This is a FTE role responsible for developing long term relationships with the network of rural community business, as well as a range of stakeholders, including individuals, supporters, friends, funders and suppliers, on behalf of the Plunkett Foundation. The Membership Manager will be responsible for the design and development of Plunkett's Membership strategy and campaigns, oversee its day to day management, membership experience as well as raising the profile of Plunkett membership.

Principal Accountabilities

- Grow the membership
 - a. Undertake campaigns to increase both supporter membership and Community Business membership recruitment and retention
 - b. Oversee the development of membership marketing materials
 - c. Maintain up to date membership information and narrative on Plunkett's website and social media accounts
 - d. Develop a membership culture amongst staff, trustees and advisers
 - e. Demonstrate growth of membership income

- Increase liaison with and representation of the membership
 - a. Ensure equal opportunity for networking within the UK wide network through digital platforms as well as physical events
 - b. Build relationships with existing members and improve retention rates
 - c. Undertake regular consultation with members on areas of policy, legislation, and broader needs
 - d. Establish and manage a Community Business Panel that represents the needs and interests of Plunkett members
 - e. Consult with, and engage members in a cross section of Plunkett's activities, such as events, campaigns and projects

- Enhance the membership package
 - a. Review the existing membership offer and benefits and refresh as required
 - b. Manage relationships with new and existing membership suppliers, including the negotiation of beneficial terms for members and Plunkett.
 - c. Demonstrate the growth of income from supplier relationships
 - d. Engage with relevant stakeholders to enhance the help and support available to community businesses through membership whilst setting up and trading
 - e. Undertake the management of membership projects as required

- Improve the administrative management of membership
 - a. Review, manage and improve Plunkett's membership administrative processes
 - b. Maintain membership record keeping in order to provide membership data, information and analysis as required by the Senior Management Team and the Board
 - c. Monitor and manage budgets and work closely with the finance team to manage financial controls
 - d. Ensure membership record-keeping is compliant with relevant legislation and Plunkett's governing documents

- Support the wider activities of the Plunkett Foundation
 - a. Act as a leading representative of Plunkett, proactively promoting activities, events and campaigns and to increase our profile and reach across the UK
 - b. Utilise and support the development of Plunkett's CRM system
 - c. Contributing to raising income for the Plunkett Foundation's work through helping to develop bids, fund raise and/or identify opportunities for the development of the Plunkett Foundation.

You will be expected to carry out any other duties that may reasonably be required in line with your main duties.

All Plunkett staff members are expected to adhere to Plunkett's policies and processes.

PERSON SPECIFICATION

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	Essential	Desirable
Experience	<p>Sound experience in a similar role</p> <p>Experience of delivering membership/ stakeholder engagement strategies</p> <p>Managing budgets and reporting</p> <p>Experience of working with a range of stakeholders and strong track record of building relationships translating into tangible results</p> <p>Liaising and working with supplier type organisations</p> <p>An understanding of tailoring activity to meet the bespoke needs of communities at a local, regional and national level</p> <p>Experience of working in a team-oriented, collaborative environment</p> <p>Experience of operating project membership management systems</p>	<p>Experience of membership / engagement activities in the charitable sector.</p> <p>Experience of working on funded, time bound activities and projects.</p> <p>Experience of working with third sector organisations and/or communities.</p> <p>Experience of working in a small organisation</p>
Qualifications	Educated to degree level or equivalent	Project management qualifications
Knowledge	<p>Demonstrable understanding of rural community business</p> <p>Good working knowledge of Microsoft Office</p> <p>Website and social media experience</p>	<p>Knowledge and understanding of community business sector.</p> <p>Knowledge of relevant current political and economic agendas as they affect the voluntary and community sector, local and rural communities.</p> <p>Knowledge about monitoring social impact of projects</p> <p>Knowledge on membership management software</p>

<p>Skills</p>	<p>Excellent relationship and networking skills</p> <p>Excellent customer service skills</p> <p>Strong writing and communication skills</p> <p>Strategic thinker</p> <p>Ability to negotiate with and manage external suppliers</p> <p>Ability to work effectively across the organisation</p> <p>Able to engage and communicate effectively with a wide range of stakeholders, including team members, funders, members and supporters.</p> <p>Adopts a positive and confident attitude in all aspects of their work.</p> <p>Works in a friendly, approachable and accessible style that also inspires confidence in their team members.</p> <p>Able to make clear and concise decisions under pressure.</p> <p>Able to effectively manage a demanding workload, expectations and priorities.</p> <p>Personal drive & self-motivation.</p> <p>Highly organised, efficient with a flexible approach.</p>	<p>Creative problem-solving skills.</p> <p>Presenting to small and larger audiences at events and meetings.</p> <p>Ability to identify and apply creative and innovative approaches and ideas.</p>
<p>Other</p>	<p>Target-driven and determined to achieve the objectives and outcomes of a campaign</p> <p>Confidence to represent Plunkett externally</p> <p>Must be flexible to travel and work after hours and on weekends as necessary</p>	<p>A passion for community-based activities in order to achieve positive social impact.</p>