

Job title	Membership Manager
Reports to	Head of Membership Services
Direct Reports	Membership Officer Membership CRM Executive
Division	Membership Services

Role Purpose:

- This job plays a leading role in delivering CIEH's membership strategy ensuring the membership offer including managing the recruitment, retention and onboarding of members.
- This role is responsible for managing the annual membership budget (c£1.3m income with growth targets), and ensuring member benefits strategy is optimised and that member services are delivered with excellence.
- Through your work you'll ensure that more people than ever before work towards becoming members and Registered EHPs - and that our members are enabled to play a key part in helping one another to develop and further our mission.
- The role will work with key audiences including the President, the Membership and Profession Advisory Groups and with external and internal stakeholder groups to deliver corporate projects ensuring members of CIEH have access to a suite of necessary resources to support their continuous professional development throughout their careers.

Responsibilities and Duties:

Membership Strategy

- Working closely with the Head of Membership Services & Professional Standards Team, develop and deliver CIEH membership strategy, ensuring that membership and revenue growth is achieved through improved engagement, retention and recruitment
- Continuously review member benefits and suppliers of services that members receive, to ensure these remain attractive and competitive. As well as directing how these need to change to meet future developments and demands of CIEH members.
- Responsible for (& working with the Membership Data & Development Officer) developing and maintaining an effective, long lasting engagement scoring system that can feed into the reward and recognition strategy and complement the life cycle membership mapping project work.

Member, Volunteer and Stakeholder Engagement

- Work with Marcoms Team on supporting the onboarding process of new members
- Stay informed on industry trends and emerging technologies to help identify new opportunities to engage groups of members in ever more targeted ways.
- Maintain accurate & secure records with the correct processing of all volunteer details such as new set ups, detail changes, requests etc.
- Collaborating with Head of Membership Services to build and develop a volunteer strategy and maintain relationships with key volunteers and a range of external stakeholder groups to promote and extend the CIEH's profile, reputation and reach.
- Manage the development of a regional membership network, proactively meeting with stakeholders and engaged members. whilst developing and supporting better member networks, communities and volunteers, across England and the devolved regions
- Collaborate with the Conference & Events Manager to develop and deliver the event offer for members and other stakeholders, managing the balance between commercial and member network events.
- Work with the Head of Membership Services to develop and build a long-lasting Presidential Team strategy for both President and vice presidents.

Data

- Responsible, with the support of the membership CRM Executive, for creating regular dashboards and detailed analysis reports.

Team Leadership

- Responsible for managing the Membership Data & Development Officer, providing strategic input, analysis, and recommendations on all membership issues, with special reference to the effects of membership benefits and trends in membership engagement
- Responsible for managing the Membership Officer and delivering the member engagement events strategy, ensuring the successful organisation of all events from development to delivery and reviewing feedback and content suggestions.

Compliance and Risk

- Support the organisation's risk culture by adhering to relevant policies and contributing to a safe, secure, and compliant working environment.
- Maintain an active awareness of risk within the scope of responsibilities, and promptly report potential risks to the line manager
- To act responsibly with data held by CIEH that you may have access to as part of your role, adhering to the provided guidelines and policies and reporting any concerns or possible breaches to CIEH's Data Compliance Officer.

Undertake such other reasonable duties as required in accordance with the jobholder's position and status.

Person Specification:

Experience and qualifications

Essential

- An established membership manager with a track record of effectively leading a team and managing a large (c£1m+) budget
- An expert in understanding membership dynamics and ensuring members experience a personalised approach that guarantees value to them
- Demonstrable experience in developing and delivering membership strategies that drive growth, retention, and engagement
- Experience managing membership data via CRM systems, data tools, and digital platforms to manage member records and engagement activity
- Experience in building and managing strong relationships and work collaboratively with internal and external stakeholders is essential
- Experience managing member data and maintaining

Desirable

- Understanding of the environmental health profession or public health landscape
- Experience developing or supporting a volunteer strategy
- Experience managing volunteers
- Experience developing and delivering member events

Skills and personal qualities

- Self-aware and self-confident with a genuine capacity for personal development
- Impressive communication, networking and operational skills
- An influential advocate of change with a track record of instigating, leading and delivering significant change projects
- Highly self-motivated, with a strong innovative mindset
- Analytical thinker, and able to segment and identify trends in data
- Excellent organisational and planning skills with an agile and flexible approach

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