

Head of Member Engagement

Hours: 28 per week (to be worked flexibly in agreement with line manager)

Salary: £25,968 for 28 hours per week (£32,460 FTE)

Home based with occasional travel to London (travel expenses will be paid)

About the role

The primary function of this role is to support all activities that relate to our existing membership, including advising on all aspects of the training programme, being the primary point of contact for all member enquiries, and conducting research to understand what our members want. You will engage and retain ILM's existing members and build a vibrant, active, and engaged community.

This is a new role for ILM, and the postholder will have considerable freedom to develop and carry out the role as they see fit. The postholder will report to the CEO and be expected to work closely with the Head of Comms.

Main Duties

Communication with members and member experience

- Working proactively to constantly improve the quality of service for ILM members
- Take responsibility for the entire Membership journey, managing all Membership services and engagement, and ensuring maximum retention
- Encouraging the use of the forum, and responding to member posts, and/or encouraging other members to do so
- Acting as the first port of call for member enquiries and overseeing the new 'membership@' email address
- Responding to member queries
- Ensuring that our members receive excellent and acting decisively to resolve issues

Training

- Providing input into the training programme, including identifying training needs
- Carrying out all training related admin tasks such as sending out zoom links, PowerPoints, responding to queries etc
- Advising on the price for all training courses and ensuring that our pricing is consistent and competitive
- Running CICLA
- Developing, launching, and running Advanced CICLA
- Overseeing the Special Interest Groups and developing them as appropriate.
- Evaluating any suggestions from EG Board Members for training, advising as to their desirability, and implementing them where appropriate.
- Assisting with the organisation of ILM's annual conference

NB: the postholder is not expected to do any training themselves. All training will be conducted by external speakers or members with appropriate expertise.

Research

- Undertake market research, evaluations and analysis of Member needs to improve Member services and products
- Review, develop and drive improvements in the value proposition for Membership
- Conducting quantitative and qualitative research into our members needs and wants using the data provided by digital training and by carrying out regular focus groups
- Producing research reports based on the research and sharing the results of within ILM
- Using this research to ensure that we correctly set the price for all training courses and the membership fee
- Researching other member organisations to ensure that our member offering is competitive

Other duties

- Attendance at our annual conference in London
- Although this is not an administrative role, there will be some admin duties required
- We are a small team, and you will be expected on occasion to deputise for other members, e.g. during holidays or absences due to illness.

Person specification

Please note that experience of working in a membership organisation is desirable but not essential. We would be pleased to welcome applications from people with a background in face-to-face donor engagement and stewardship. Prior knowledge of legacy fundraising is desirable but not essential. The successful candidate will have to opportunity to study for and pass our CICLA qualification if they do not already hold it.

We are an equal opportunity employer, and welcome applications from all suitably qualified persons from all backgrounds. We would be particularly pleased to welcome applications from communities that are underrepresented in the charity sector.

Essential

- Experience of the charity sector
- Exceptional communication and presentation skills (written and verbal)
- An excellent command of English, particularly in written form
- An excellent level of IT literacy including use of databases

Desirable

- Experience of working in a membership organisation
- Knowledge of legacy administration and/or legacy fundraising
- Knowledge of the ThankQ database

To apply for this new and exciting role, please send a CV and a covering letter outlining why you are the right person for the job, to ceo@legacymanagement.org.uk.

The closing date for applications is 9am on Monday 12th April 2021 – however we reserve the right to close the vacancy early if we have enough suitable applicants.