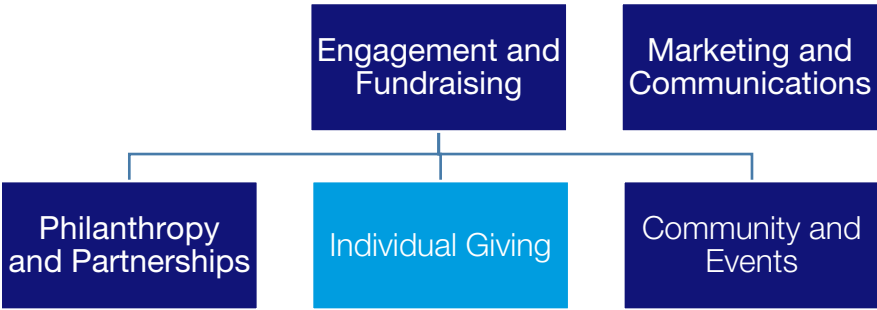
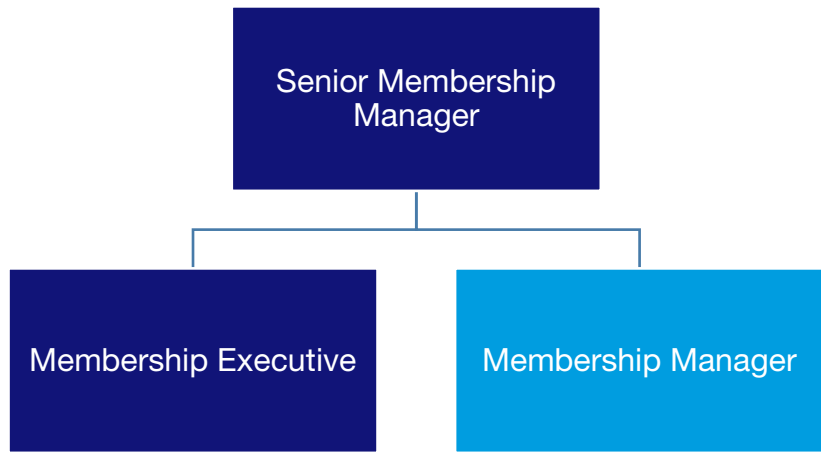


<p>Job title Membership Manager</p>	<p>Directorate and team This role sits in the Individual Giving Team in the Engagement and Fundraising Directorate.</p>
<p>Key focus of the role This role is responsible for managing and improving the day-to-day membership experience, with an emphasis on stewardship. This will require collaboration with stakeholders and functions across the charity. You will work closely with our IT and data teams to ensure processes run seamlessly plus our brand and creative teams to deliver content to our members that enriches their membership experience, creating greater loyalty and engagement.</p>	 <pre> graph TD EF[Engagement and Fundraising] --- PP[Philanthropy and Partnerships] EF --- IG[Individual Giving] EF --- CE[Community and Events] </pre>
<p>Key deliverables</p> <ul style="list-style-type: none"> Lead on day to day management of supplier relationships, ensuring efficient and effective creative execution, production and fulfilment of ongoing member communications in line with brand guidelines. Steward a large, complex membership scheme via our CRM and other IT/data systems while working with internal teams to maintain data integrity. Supervise the day-to-day activity of the membership executive, to ensure data is handled compliantly, and processes and systems are user-focussed. Support the Senior Membership Manager with development and innovation of the membership product to drive recruitment, retention and engagement. 	<p>Job and reporting Line</p>  <pre> graph TD SMM[Senior Membership Manager] --- ME[Membership Executive] SMM --- MM[Membership Manager] </pre>
<p>Contractual information</p> <ul style="list-style-type: none"> Contract type: Permanent Hours: Full time (35 hours) Pay range: Band 5 	
<p>Key working relationships internal Individual Giving, Engagement & Partnerships Directorate including Strategic Marketing, Content & News, Brand, Creative Services, Business Support (Insight, Analysis, Database Marketing, Finance, Customer Care Centre, IT and CIS (Database), Research & Care.</p>	
<p>Key working relationships external Suppliers including creative agencies, printers/mailing and fulfilment agencies. Other charities, supporters of Diabetes UK, the general public and people who live with diabetes.</p>	

All jobs at Diabetes UK are based on our competency framework called the **What-How Framework**. In the following sections we've listed:

- the key activities you'll undertake **(the What)** and
- the skills, knowledge, experience and behaviours you need to be successful in this role **(the How)**.

When applying, focus on the bullet points that are **bold and marked with (S)** only. We will use these elements for shortlisting purposes.

Key activities – What you need to do

Improving delivery	Making change happen	Collaborating with colleagues	Building external relationships
<ol style="list-style-type: none"> 1. Support the Senior Membership Manager in working with the IT and data teams to review processes and plan for delivery of changes that have a positive impact on members and other supporters. 2. Support the Senior Membership Manager to develop the team's annual strategy and budget. (S) 3. Lead on improving the membership experience as well as campaign performance with data driven and insight-led decisions. 4. Ensure clear and inspiring supporter journeys are in place to enhance retention and engagement. 	<ol style="list-style-type: none"> 5. Project manage membership retention/marketing campaigns and associated communications on time and to budget including data selection, creative (adhering to brand guidelines), print and data analysis – maximising supporter engagement and lifetime value. (S) 6. Track, analyse and evaluate campaign performance to identify key trends and make improvements. Share learnings with wider team. 7. Work cross-organisationally to identify opportunities to test and personalise campaigns, supporter journeys and communications to increase lifetime value, member engagement and retention rates. 	<ol style="list-style-type: none"> 8. Liaise with our Customer Care Centre on response handling, complaints and queries relating to membership activities. 9. Design and roll-out briefings, inductions, and training sessions associated with the membership product. 10. Supervise the effective management of the other income streams that sit in the membership team – Payroll Giving and Professional Membership. 11. Identify opportunities to cross sell products from other teams creating alignment with the wider strategy of Individual Giving to grow our income and engagement opportunities. (S) 	<ol style="list-style-type: none"> 12. Keep abreast of competitor activities and trends by actively monitoring campaigns, sector developments and fundraising press. 13. Lead on day-to-day management of supplier relationships, ensuring efficient and effective creative execution, production and fulfilment of ongoing membership communications. (S)

Skills, knowledge, experience and behaviours – How you need to do it

When applying, focus on the bullet points that are **bold and marked with (S)** only. We will use these elements for shortlisting purposes.

Improving delivery	Making change happen	Collaborating with colleagues	Building external relationships
<p>1. Proactively identify processes and blockers that have a negative effect on membership retention and engagement rates and work collaboratively with internal teams to identify and roll-out solutions that will deliver improvements and efficiencies. (S)</p> <p>2. Apply your experience of effectively managing conflicting priorities and tensions, whilst clearly communicating and managing expectations for delivery. (S)</p> <p>3. Utilise your analytical skills and initiative; be able to think creatively to solve problems.</p>	<p>4. Actively seek opportunities to develop insight about our audiences and apply learnings.</p> <p>5. Utilise the skills, knowledge and experience you developed working in an individual giving environment and project managing fundraising/marketing campaigns to prioritise activities that improve user experience and add lifetime value. (S)</p> <p>6. Apply your experience of working with personas or similar tools to understand the membership profile and motivations, and use this information in targeting and engaging audiences, execution of creative concepts & choice of media.</p>	<p>7. Be an advocate for membership, proactively looking for opportunities to promote membership externally via communications and campaigns owned by other teams.</p> <p>8. Be a team player and build awareness with colleagues on all upcoming membership campaigns and ensure colleagues across the organisation are aware of the scheme and its benefits for people living with or affected by diabetes.</p> <p>9. Utilise your experience of working on large-scale IT, data or CRM projects to prioritise member-focussed processes when new systems are being implemented.</p>	<p>10. Be curious about emerging trends in charity individual giving, and apply insights, experience, and best practice from across the sector to enhance and innovate membership activity. (S)</p> <p>11. Use your experience of working cross-organisationally to liaise with relevant internal and external stakeholders to ensure all materials produced are medically accurate and compliant with relevant fundraising, data protection and gift aid legislation. (S)</p>

Qualifications – Qualifications you need to carry out this role

N/A