



<p><b>Job Title</b> Senior Membership Manager</p>	<p><b>Directorate and team</b> This role sits in the Individual Giving Team in the Engagement &amp; Partnerships Directorate</p>
<p><b>Key focus of the role</b> The role is responsible for leading the team responsible for our Diabetes UK Membership product. The role is essential to the charity's aim of providing support and guidance to people living with diabetes via membership providing the best possible supporter experience for our members through the ongoing development and growth of the product. The role requires collaboration and working closely with key internal stakeholders alongside consulting our members to ensure that the benefits of membership remain valuable and relevant and that processes and data management are optimised.</p>	 <pre> graph TD     EP[Engagement &amp; Partnerships] --&gt; PP[Philanthropy &amp; Partnerships]     EP --&gt; IG[Individual Giving]     EP --&gt; MC[Marketing and Communications]     IG --&gt; HIG[Head of Individual Giving]     HIG --&gt; SPDM[Senior Product Development Manager - Membership]     SPDM --&gt; IGM[Individual Giving Manager]     SPDM --&gt; SDE[Supporter Development Executive] </pre>
<p><b>Key deliverables</b></p> <ul style="list-style-type: none"> <li>■ Create, implement and manage the annual plan and budget for Membership, including setting and agreeing KPIs and monitoring ongoing performance</li> <li>■ Manage and develop the Membership team to motivate and inspire them to deliver high quality and successful activities for our members</li> <li>■ Work closely with and influence key stakeholders across the charity, particularly Content &amp; News and IT, to facilitate the creation and delivery of compelling and informative content which maximises engagement of our existing members and attracts new audiences to membership</li> <li>■ Work closely with and effectively manage key suppliers and agencies to ensure they continue to provide products and services that enrich the membership experience.</li> </ul>	<p><b>Job and reporting Line</b></p>  <pre> graph TD     HIG[Head of Individual Giving] --&gt; SPDM[Senior Product Development Manager - Membership]     SPDM --&gt; IGM[Individual Giving Manager]     SPDM --&gt; SDE[Supporter Development Executive] </pre>
<p><b>Contractual information</b></p> <ul style="list-style-type: none"> <li>■ <b>Contract type:</b> Permanent</li> <li>■ <b>Hours:</b> Full time (35 hours)</li> <li>■ <b>Pay range:</b> Band: 4</li> </ul>	
<p><b>Key working relationships internal</b> Individual Giving, Engagement &amp; Partnerships Directorate including Strategic Marketing, Content &amp; News, Brand, Creative Services, Business Support (Insight, analysis, Database Marketing team, Finance, Customer Care Centre, IT and CIS (Database) teams, Research &amp; Care teams</p>	
<p><b>Key working relationships external</b> Other charities, external agencies (Marketing &amp; various service providers), supporters of Diabetes UK, general public and people 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

Setting and delivering strategy and objectives	Improving delivery	Collaborating with colleagues	Managing and developing others
<ol style="list-style-type: none"> <li>1. <b>Set the strategic direction of the Membership team in line with the wider Individual Giving and organisational strategies. (S)</b></li> <li>2. Create and manage the Membership budget and plan. Tracking and forecasting income and expenditure. Taking an agile approach to ensure KPIs are met.</li> <li>3. Manage the additional income streams within the Membership remit including Payroll Giving as well as working closely with the Healthcare Engagement team to review the Professional Membership product to creating a roadmap for how the product is managed going forwards.</li> </ol>	<ol style="list-style-type: none"> <li>4. Responsible for monitoring processes and systems used by membership to identify and provide recommendations for improvements to processes &amp; systems to ensure our members receive the best possible membership experience.</li> <li>5. Work closely with our agencies and suppliers ensuring the Membership team establish and maintain effective working relationships that ultimately enhance the membership product content and delivery.</li> <li>6. Identify any gaps in the membership product and work with key stakeholders to develop, test, and evaluate any new product development.</li> <li>7. Ensuring the Membership team have documented processes, procedures and ways of working both internally and externally to enable key stakeholders and suppliers to effectively deliver a great membership experience.</li> </ol>	<ol style="list-style-type: none"> <li>8. <b>Ensure the Membership team build collaborative ways of working with other teams and directorates to ensure our plans and activities are understood and are delivered to a high quality with the appropriate level of organisational awareness and coordination (S)</b></li> <li>9. Effectively communicate with relevant stakeholders and dependencies to ensure membership requirements are understood to facilitate the successful implementation of activities and projects associated with membership</li> </ol>	<ol style="list-style-type: none"> <li>10. Manage and develop the Membership team. Setting objectives, holding 1-1s, and providing support and guidance to enable them to achieve their objectives and develop their skills and experience.</li> </ol>

## 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.

Managing resources	Making decisions	Improving delivery	Managing and developing self
<p>1. Develop a proactive approach to horizon scanning and acquiring knowledge of other activities/areas that could inform and enhance membership, including any changes to fundraising regulation and the fundraising codes of conduct.</p> <p>2. To be able to manage multiple priorities; plan and organise your work and the work of the team to deliver our objectives.</p> <p>3. Utilising knowledge and experience of direct marketing to be able to build both short and long term budgets and plans for Membership which maximise engagement with our customers.</p>	<p>4. To take an informed approach to decision making by working with colleagues across the charity to understand organisational priorities and dependencies creating alignment and a coordinated approach to taking activities forward.</p> <p>5. To proactively engage with key stakeholders across the charity to identify opportunities for the Membership team to engage with specific cross-organisational projects and influence these stakeholders to maximise engagement and support for our members.</p> <p>6. To be able to ensure our membership product continually meets the needs of our members through regular evaluation of the membership benefits and impact through analysis of results and consultation with our members.</p>	<p>7. Support the Membership team to take an innovative approach to product development and delivery ensuring the team are guided and supported through to implementation.</p> <p>8. Utilising experience of working with data and data management systems and processes to regularly review these elements that the Membership team rely on to deliver activities and projects in a timely and compliant way.</p> <p>9. To be able to regularly review the performance of our agencies and suppliers to ensure we maximise the services we receive.</p> <p>10. <b>To be an effective communicator with the ability to work closely and proactively with key stakeholders and suppliers, developing good collaborative relationships that facilitate achieving objectives. (S)</b></p>	<p>11. <b>Able to manage and lead a team, delegating effectively to ensure direct reports are supported, developed, motivated and inspired to deliver high quality and impactful work. (S)</b></p> <p>12. <b>Be an advocate for membership, promoting the work of the Membership team internally, identifying opportunities to share results &amp; learning and building an organisational understanding of the work of the team. (S)</b></p>

## Qualifications – Qualifications you need to carry out this role

n/a