

Membership Officer

Reporting to: Head of Community, Impact & Systems

Liaison with: All members of staff, some stakeholders, Members

Contract period: 4 days each week, flexible working is possible.

Usual working hours: 9.30am – 5.30pm

Location: The normal place of work is South Kensington, London, however the post is expected to be home working in the shorter term due to the current situation.

Salary: £25,000 (pro-rated for part time)

Introduction

British Exploring Society (BES) is a world class youth development charity with a unique heritage, founded on the belief that challenging experiences can define lives, empowering and equipping young people with the courage, integrity, skills, resilience and motivation to make the most of their future.

We prepare young people for expeditions to remote locations where they face challenges, acquire outdoor skills and learn about themselves - as well as undertaking projects with content relevant to their lives and to the fragile environments that they explore.

The results are transformative – not just in terms of practical skills and resilience, but in a new-found confidence and self-belief which they carry forward to their future life. More than this, through their adventure together, our young people forge friendships for life and become part of a unique supportive and continuing community of Explorers with shared experiences, values and perspectives on the world. These are our Members.

Our Members are central to everything we are and do, and we have made a commitment to work more effectively with and on behalf of our community of Members.

The role - evolving Membership

To help develop and deliver our membership strategy and support our Members, we need an enthusiastic individual to join our team. Within the last year we have launched The Campfire, a new, online Membership magazine, as well as a 12-month new Member communication journey. We have exciting plans, including working more closely with our Members to ensure that their voices help drive and shape the future of the charity to which they are so central. We are looking for a candidate who has a sound understanding and proven track record of supporting a community / delivering membership and / or retention communication as well as the ability to communicate well with a wide range of individuals with ease. An understanding of regular giving is desirable. Working closely alongside Members/internal team members, you will use your skills and experience to transform our membership strategy into a reality, a community that actively participates and engages, championing the interests of one of our most important stakeholders – our Members.

More about the role

Membership operations

- Manage Member enquiries through the membership inbox, telephone calls, mail and visits to the office.
- Working closely with the Head of Community on the process that harnesses the rich resource of our Archive to reach wider audiences.
- Liaise closely with the Recruitment and Expeditions team to ensure a joined-up Explorer / Member journey with us and as many opportunities for active engagement with Members as possible.
- Working with the Marketing and Digital Coordinator, manage and maintain relevant Membership content across www.britishexploring.org
- Manage relationships with member discount/benefit partners.

Membership Communications

- Plan, implement and deliver successful Member communications working with Engagement, Marketing and Fundraising stakeholders.
- Deliver 12-month new Member engagement communications.
- Liaise with internal stakeholders and Members to produce and distribute our quarterly online Member Magazine, The Campfire, to target and on time.
- Explore and run any accreditation benefits for Members.
- Raise the profile of active membership through volunteering, donations and the charitable aims of British Exploring Society in all communications.
- Bring our Archive to life through the engagement of Members and showcasing our history and plans for the future.
- Assume ownership of email distribution lists.
- Act as a champion for Members in all wider discussions within the charity.

Data and Data Protection

- Working to GDPR guidelines, manage and maintain Member data ensuring the CRM is accurate, up to date and GDPR compliant in relation to Member data.

Fundraising and Finance

- Manage and account for any budget allocated to membership development.
- Manage Direct Debit payment processes for Members – liaising with Accounts team and BACS.
- Work with the Head of Development and Accounts team to implement processes for Direct Debit and Gift Aid Claims.
- Work with Head of Development to manage implementation of regular giving programme.
- Plan and implement regular giving communications and collections from Members.
- Agree and deliver donation targets from Members with Head of Development and CEO.

Performance

Agree and track performance against targets in relation to Membership with Head of Community and Head of Development including:

- Levels and range of Member engagement and volunteering.
- Membership email communications KPIs.
- Levels of regular giving.
- Use of Explorer benefits.
- Levels of referral for recruitment.

General

- Contribute to any updating of policies and procedures as required.
- To participate in the team rota as a Duty Officer during periods when the charity is running 24-hour support service for our expeditions.

Experience / Skills

- Minimum 2 years' experience of working in membership, managing a defined interest community or network or supporting regular giving.
- Ability to identify the interests and motivations of stakeholder groups and tailor communications accordingly, ideally you will have some communications experience too.
- Excellent and adaptable written and oral communication skills.
- Excellent organisational skills.
- Experience of email communications software.
- Experience of email segmentation and targeted content.
- Experience of managing Direct Debit and Gift Aid administration and their legal frameworks.
- Website projects and Paperless Direct Debit – experience of working with integrations and APIs an advantage.
- Experience of CRM is essential.
- Data Protection knowledge and understanding of GDPR is essential.
- Knowledge and experience in the outdoors preferred, to be able to relate to our Members.

Behaviours

- Ability to self-manage.
- Ability to communicate with and actively engage people from diverse backgrounds using appropriate language and media.
- Ability to demonstrate an understanding and commitment to youth development.
- Adaptable, positive team player who responds well to challenge and feedback and opportunities, with an ability to work under pressure and prioritise workload.
- Ability and willingness to work outside office hours as required.

Qualifications

Maths and English to at least GCSE.

Further Supporting Information

Values and Behaviours

- We will always be hard working and committed to our vision.
- We will work alongside our Explorers, Members, staff and volunteers with consistent care, compassion, warmth and respect.
- We will collaborate with enthusiasm, fairly and with honesty.
- We will be open-minded, happy to be challenged and exhibit robust good judgement and courage.
- We will be optimistic, enterprising, energetic and adventurous.
- We will protect and reflect our remarkable heritage in everything we do.

Working Practices

Normal working hours are Monday – Friday 09.30 – 17.30, although evening and weekend working is an expected as part of this role, including 'on call' duties.

Full-time staff are entitled to 23 days' paid holiday per holiday year in addition to normal English Bank and Public holidays.

This role is dependent on satisfactory receipt of an enhanced DBS check.

Equal Opportunities

British Exploring Society is committed to equal opportunity and to building an executive and volunteer team that together represent a diverse variety of backgrounds, skills and perspectives on the world. The more inclusive we are, the better we think we will be at delivering our charitable aims.

What Happens Next?

Please send your CV and cover letter of no more than 2 sides of A4 clearly explaining your suitability for the role against this role description to: Kate Suart on email

kate@britishexploring.org

Only applications that contain both a CV and cover letter will be considered for this role.

Shortlisted candidates will be invited for interview.

In your application please let us know if you have an accessibility requirement, or if you need us to make any adjustments to the interview process. Thank you.

Closing date and time for applications is **midday, Tuesday, 6th April 2021**. Interviews will be held week commencing the 12th April. Interviews will take place using Zoom web conferencing.

We regret that only shortlisted candidates will be contacted.

Thank you for your interest in this role.