Role Profile

Role Title:	Membership Executive

Role Purpose
Brief Description of the Role

Contribute to the organisation's sustainability by establishing and strengthening a sustainable membership model that keeps pace in a dynamic and diverse environment. You will:

- Promote the benefits of membership to traditional and non-traditional helplines, as well as commercial partners, to maximise diversity and income for the organisation.
- Identify, build and support close working relationships with all stakeholders, including members, partners and non-members.
- Prioritise and develop the recruitment of new members and the retention of existing members.
- Collate, maintain and supply detailed and accurate membership data to inform organisational planning.
- Work collaboratively with team members to deliver the responsibilities below and meet agreed team and role-specific objectives.

Responsibilities & Accountabilities
Statement of Main Areas of Responsibility

Reporting to the Partnership and Engagement Manager:

- First point of contact for members via email and phone ensuring all correspondence is conducted professionally, completed within specified timescales and documented within the organisation's CRM (Airtable).
- Research and identify new charitable members in line with the Membership Strategy to drive a diverse membership.
- Identify potential new Commercial partners or Trusted Suppliers to increase membership income and provide additional benefits to charitable members.
- Maintain a high level of personal engagement with members across different platforms.
- Support, attend and facilitate member events, including, but not limited to, Member Space events, Annual Conference and promotional and networking events to attract new members.
- Support the Partnership & Engagement Manager in the administration of trusted supplier relationships.
- Maintain the membership base within the CRM, utilising the most efficient features to ensure data accuracy and maintain data integrity.
- Be a representative for, and work in partnership with, CRM 'Super User Group' to identify improved uses of the system to improve and streamline processes.
- Utilise CRM and other systems to produce monthly, quarterly and annual statistical reports.
- Contribute to cross-team projects and support project leads in planning and implementation.
- Oversee and maintain the Membership Knowledge Bank, ensuring the review of members' submitted information and responses is in line with best practice and legislation.
- Support the Senior Marketing & Communications Lead, where appropriate, with membership content for the website, social media and campaigns.
- Provide cover and support for the Services Executive where necessary.

The post holder will be expected to:

- Operate within the parameters of strategic and operational plans, within good practice as understood in the sector and developed by the organisation.
- Comply with Data Protection, Health and Safety at Work and Equality and Diversity legislation, adhering to policies, procedures, and best practice at all times.
- Work collaboratively with other staff as necessary to deliver these responsibilities and agreed objectives.
- Undertake any other reasonable duties as deemed necessary by the line manager.

In the interest of effective working the main areas of responsibility and major tasks may be reviewed from time to time to reflect changing organisational needs and circumstances. Such reviews and any consequential changes will be carried out in consultation with the post holder.

Knowledge, Skills and Experience
The Tools Required to Perform the Role

Essential Experience and Skills:
Customer service relationship experience
Engaging communication skills
Exceptional organisational skills, with the ability to be flexible and prioritise workloads effectively
Strong attention to detail and meeting tight deadlines
English Language and mathematics qualification (GCSE or above or equivalent)
Proficient in IT literacy on Microsoft Office Packages
NVQ Award or administrative qualification – preferred

Personal Qualities:
Dynamic and proactive with a flexible approach to tasks, able to work off own initiative within the agreed framework.
Personable and engaging manner with a values-based approach.
Effective time management and creative approach to streamlining tasks and problem-solving.
Ability to work as part of a geographically disbursed team to achieve organisational goals.
Commitment to continued learning and development.
Demonstrate commitment to anti-discriminatory values and to the involvement of users of services.

Our Values:
Helplines Partnership's core values define our culture and are at the heart of who we are, what we do and how we do it. They have been developed to guide the way we want to work, manage our business, and deliver our services. They provide the foundation for our staff when responding to members and stakeholders.

Respect - we treat everyone with dignity and respect and champion the rights and contribution of helplines
Accountability - we are accountable to our members, to those who use their services and to those we partner with

Courage - we are bold and inspiring in our actions and words, and uncompromising in our determination to pursue our mission
Collaboration - we work with others to maximise our impact, respect diversity and create space for continual advancement
Quality - we believe in quality, excellence and professionalism
Innovation - we are creative and agile, always learning, and are prepared to take calculated risks to accelerate change

Helplines Partnership is committed to inspiring its members with the same ethos and building a connected, responsive and sustainable help-sector and is committed to anti-discriminatory values and to the involvement of users of services.

Other requirements:
This is a home working role.
The post-holder will be required to travel to attend meetings face-to-face and virtually as and when required

Acknowledgements *Signatures Required from Line Manager and Employee*	
Line Manager Signature:	**Date:**
Employee Signature:	**Date:**