

CO-OPERATIVES UK

RECRUITMENT PACK

MEMBER RELATIONS OFFICER

January 2024



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1. WELCOME

Thank you for your interest in the role of Member Relations Officer. This is an exciting opportunity to join our dynamic organisation.

As the voice of the UK's co-operative movement, we empower and support co-operative enterprise with specialised knowledge and expertise, to grow the co-operative economy and create a fairer society.

From football clubs and farms, to convenience stores and pubs, there are more than 7,000 co-operatives in the UK, each owned and controlled by their members and based on a set of shared principles and values. By promoting shared wealth through member ownership, we are committed to enable anyone in the UK to form, or join, thriving and sustainable co-ops.

As Member Relations Officer, you will contribute to the delivery of the Member Services Team strategies and activity. You will carry out member recruitment and retention activity, be a first point of contact for member enquiries, and provide members and prospective members with high quality customer experience and advice services. You will also proactively sell member benefits including advice products, affinity deals and membership.

As an organisation we are led by our unwavering values of solidarity, self-responsibility, equity, and honesty, therefore if you share these core values, we would be delighted to receive your application. **We wish you the very best of luck with your application.**



2. ROLE SUMMARY

- **Contract:** Permanent
- **Hours:** Full time, 35 hours per week
- **Location:** Holyoake House, Manchester
- **Salary:** £25,454
- **Line management:** No line management responsibility



3. WHAT IS A CO-OP?

Co-operatives are more than just high street retailers – although they are probably the example of a co-op that most people have heard of.

A co-op is a business that is owned and controlled by its members. The members can be its customers, employees, residents or suppliers. Profits are shared between people who have a stake and a say in how the co-op is run, not distant investors or shareholders. All co-ops share a core set of values and principles.

Originally founded by a group of working class people who were fed up of having to buy poor quality food, co-ops are just as relevant today.

You can find co-operatives in pretty much every industry – from healthcare to housing, renewable energy to retail, sports to social care. And they are every shape and size from multi-billion pound businesses to small community enterprises.

There are over 7,000 co-ops in the UK, which contribute £40bn to the economy. There are three million co-ops around the world with 1.2 billion members.



4. WHY WORK FOR US?

We put our people at the heart of everything we do.

Fueled by the passion of the co-op values, principles and culture, we are thriving. Our 150-year legacy drives innovation and collaboration.

We believe that creativity and freedom build a culture that is founded on trust. We work hard to ensure that we can all work effectively and co-operatively.

We support each other, taking time to listen so that we can bring the best version of ourselves to work.

Work with us and discover that co-operatives offer a better way of doing business.



Employee Benefits

We offer a range of benefits to support you. Our strong beliefs and co-operative principles shape the way we think work should be.



Fancy a brew

We know the importance of a cuppa or coffee! You will always find plenty of complimentary refreshments in our kitchen

Learn and Grow

Stretch your skills and learn new ones. Learn from great people and direct your own development. We are committed to inspiring your personal growth and professional development.

Wellbeing

Everyone working at Co-operatives UK has access to an employee assistance programme provided by Bupa. This is available to you, your partner and any dependents over the age of 16 who currently live with you. It's free to use and completely confidential. We also have a number of colleagues trained to offer mental health first aid support.

Travel

If you use public transport to get to work you'll know how expensive it can be. For an easy way to spread the cost of a season ticket over the year, you can set up an interest-free travel loan.

Drive to work? Save money with an NCP car park pass. Enjoy unlimited parking at NCP Printworks with a 25% discount on the normal rate!

Want a different way to save?

Join the Co-operative credit union. Save from as little as £2.50 per week and access low-cost loans with free life cover.

We are flexible

The 9-5 doesn't work for everyone! We are happy to talk to you about flexible working options, including part time.

Its not all about the office either - we are fully hybrid and working from home some of the time is very popular. Please talk to us about what you need!

Pension

The Co-operatives UK Defined Contribution Pension Scheme is a savings plan that's designed to help you build up a pension pot. As a minimum you save 3% of your pay and we will contribute 5%. It is up to you how much to save but the total combined contributions can reach 23%



Policies

Our policies are designed to support you and your family in a range of ways, from enhanced maternity pay to fully paid emergency leave for carers. If you want to see them before you start, just ask.

Coaching

Coaching provides a development focus and structure to your relationship with your line manager. Coaching is a way of having conversations that are safe, supportive and challenging. It can be a thought-provoking and creative process and will help you to maximise your personal and professional potential.

We believe in coaching and have a pool of trained internal coaches ready to work with you.

Eye tests

Look after your eyes with free eye tests. You book and attend a test, Co-operatives UK pays. It's as simple as that.

Bike to Work

We are committed to the environment and want to support you to embrace a carbon-neutral future.

We can purchase a bike and equipment and lease it back to you.



Trade Union

We believe in the power of working together. Joining our recognised Trade Union, SATA, means that you will be part of the principal union that negotiates for all grades of staff in the service sector of the economy

5. OUR VALUES

Equity

We treat each other with fairness and respect

Honesty

We are open and honest

Self-responsibility

We are empowered to get things done

Solidarity

We stand together



6. CO-OPS FOR ALL

Our aim is to become a truly inclusive organisation with a workforce as diverse as the co-ops we serve.

We are an equal opportunities employer and we treat all job applicants equally, regardless of age, disability, gender identity or gender expression, race, ethnicity, religion or belief, sex, sexual orientation or any other equality characteristic.

We particularly encourage applications from disabled, Black, Asian and Minority Ethnic (BAME) candidates, and LGBTQ+ and non-binary candidates as they are under-represented within our organisation and sector.

We are members of Mindful Employers, Living Wage Employers and a Disability Confident Employer and are committed to improving employment opportunities for ethnic minorities across the UK.

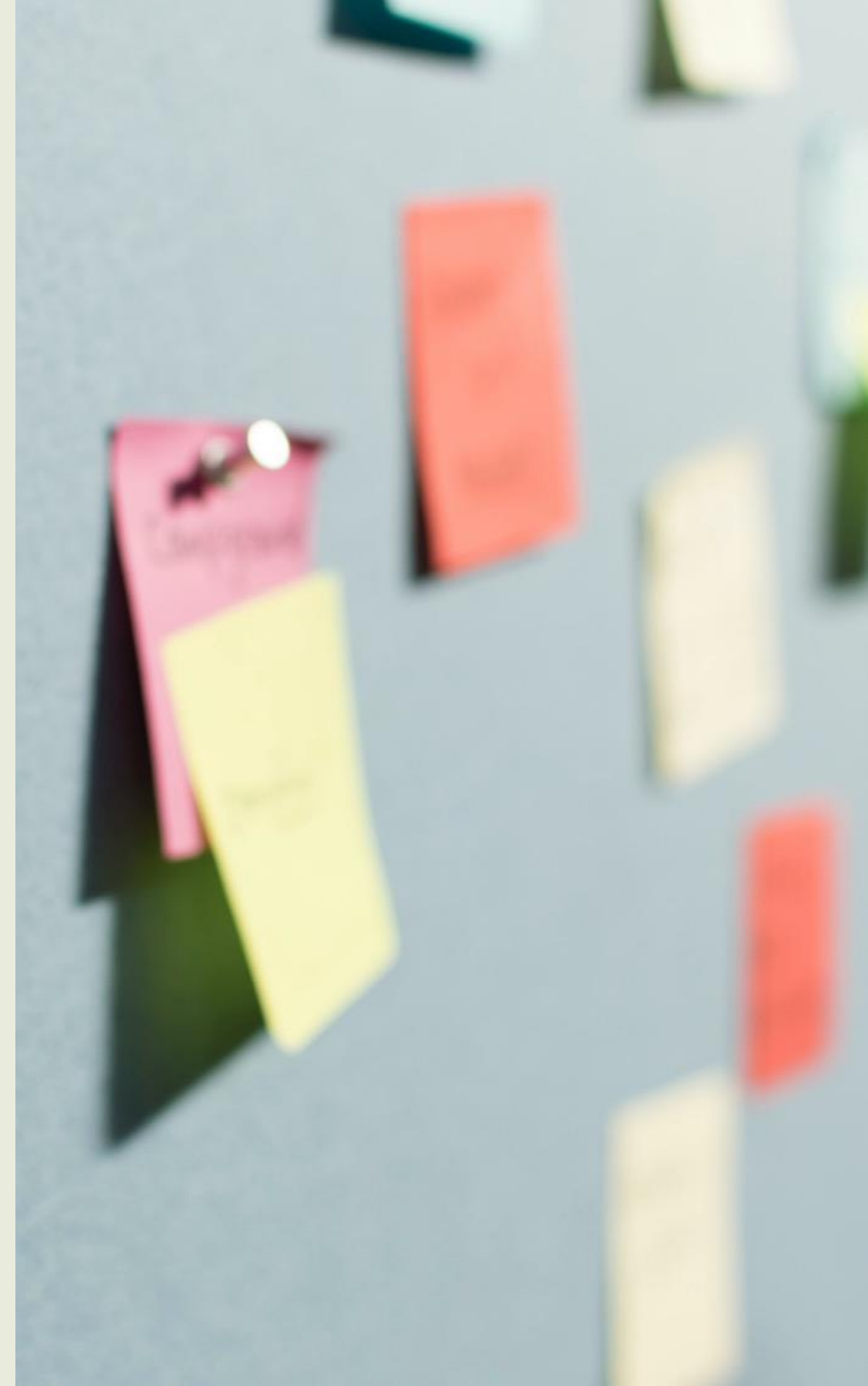


7. ROLE DETAILS

Purpose of role:

As the Medical Relations Officer, you'll play a key part in delivering the Member Services Team's strategy and activities, ensuring that we provide excellent member experiences that contribute to the Co-operatives UK strategy, foster the growth of the co-operative economy, and create a fairer society in line with our mission.

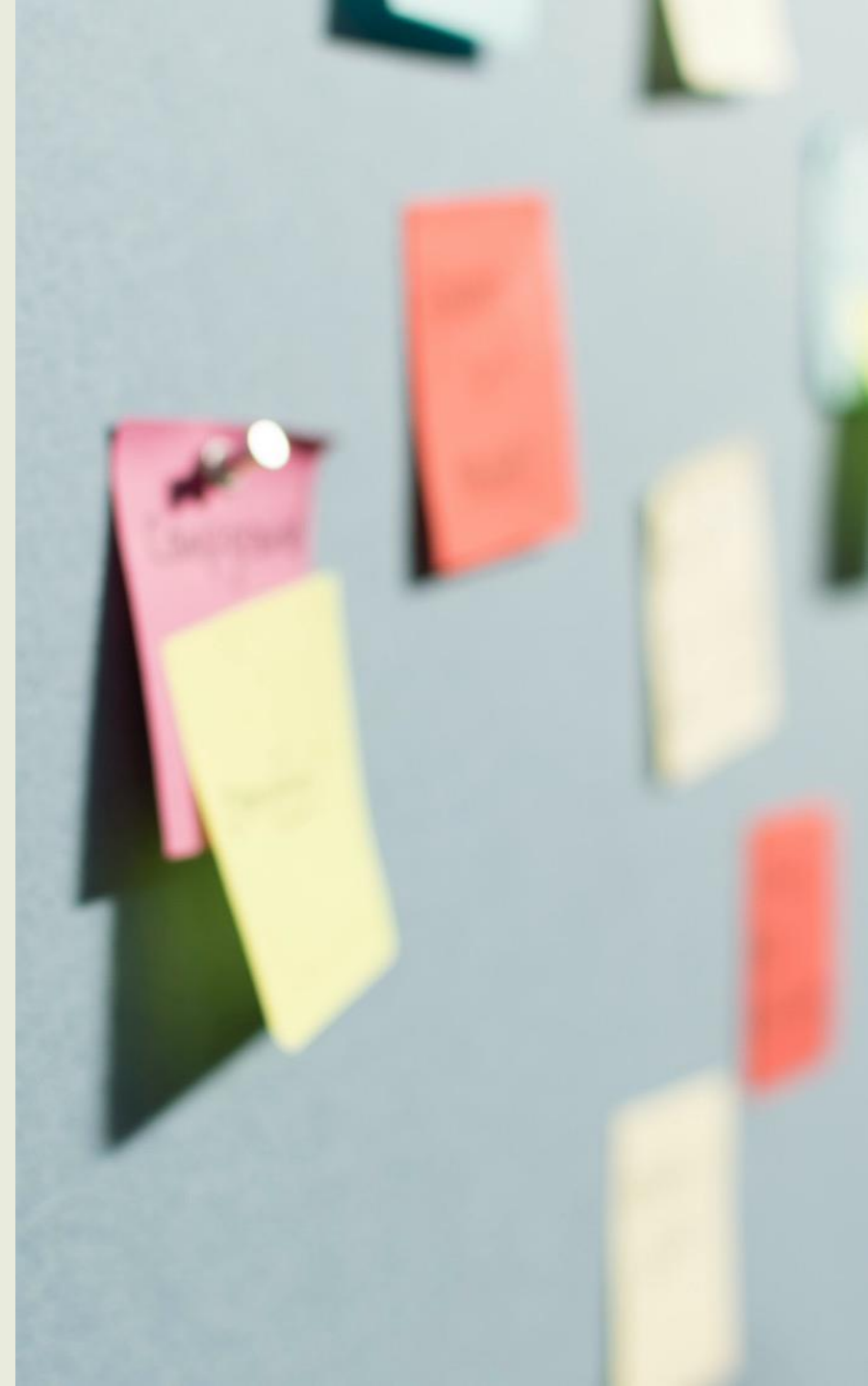
You'll also carry out member recruitment and retention activity, be a first point of contact for member enquiries, provide members and prospective members with high quality customer experience and advice services, proactively sell member benefits including advice products, affinity deals and membership.



7. ROLE DETAILS

CORE RESPONSIBILITIES

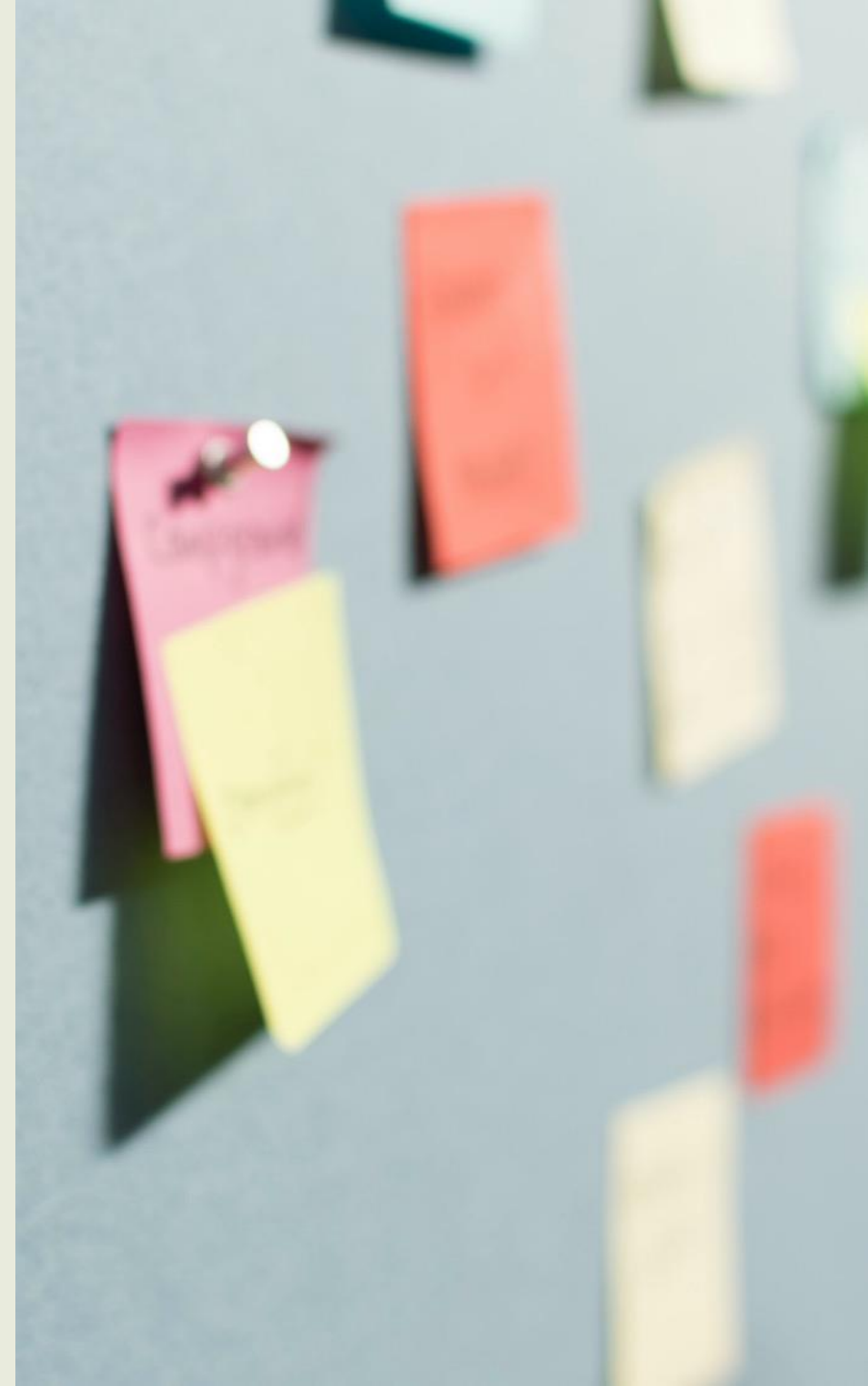
- Work with Membership Manager and Member Services Lead and team colleagues to collectively work towards and achieve Co-operatives UK's strategy and KPI's.
- Act as a first point of contact for member and potential member enquiries by phone, email, website or in writing and follow-up within an agreed timeframe. Triage enquiries received by the Member Services Team and signpost to other colleagues, funded programmes or external support.
- Be responsible for own member relationships and cases while escalating more complex queries to the Membership Manager or Advice Team as appropriate.
- Communicate with members and wider stakeholders using a variety of methods (including face to face, at events, by telephone, written, online guidance) following agreed communication and brand guidelines, ensuring needs are fully understood through questioning and analysis.



7. ROLE DETAILS

Member Relationships

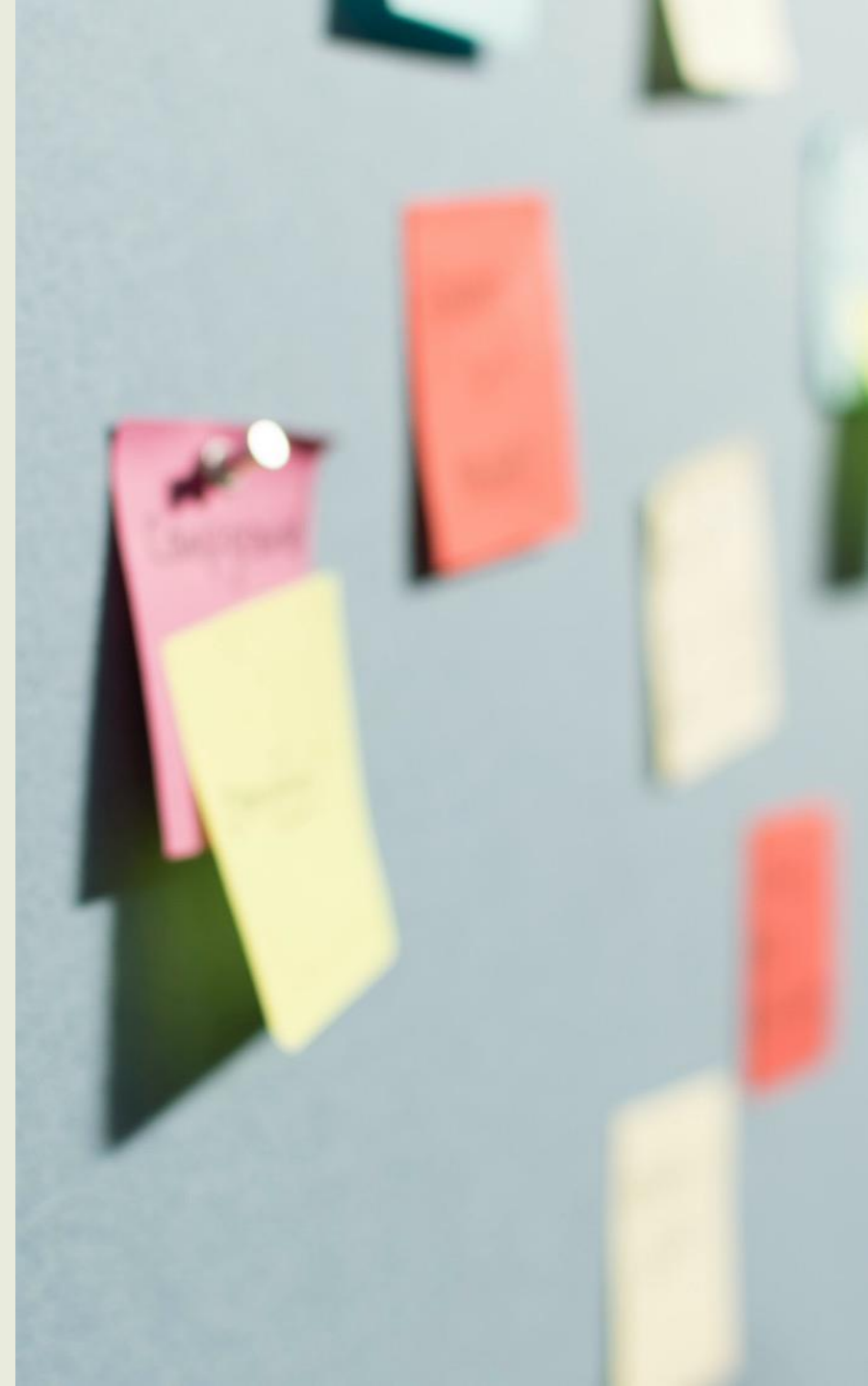
- Work with Member Services Team colleagues to implement the Co-operatives UK membership strategy, in line with strategic and personal goals.
- Working alongside colleagues, develop and implement a member engagement strategy, including contact strategies that ensure effective relationships, and collect relevant data to support future activity.
- Build and maintain an in depth understanding of our members, their member journey, needs and experience of Co-operatives UK. Further develop and maintain understanding of Co-operatives UK's subscription model, packages, products and income generating services, and implement communication strategies to upsell the services to new, prospective and existing members.
- Facilitate opportunities, between members and with Co-operatives UK, that enable networking and engagement, the sharing of member stories and case studies, linking members together for mutual benefit, best practice sharing, mentoring and business referrals and affinity deals.



7. ROLE DETAILS

Member Relationships

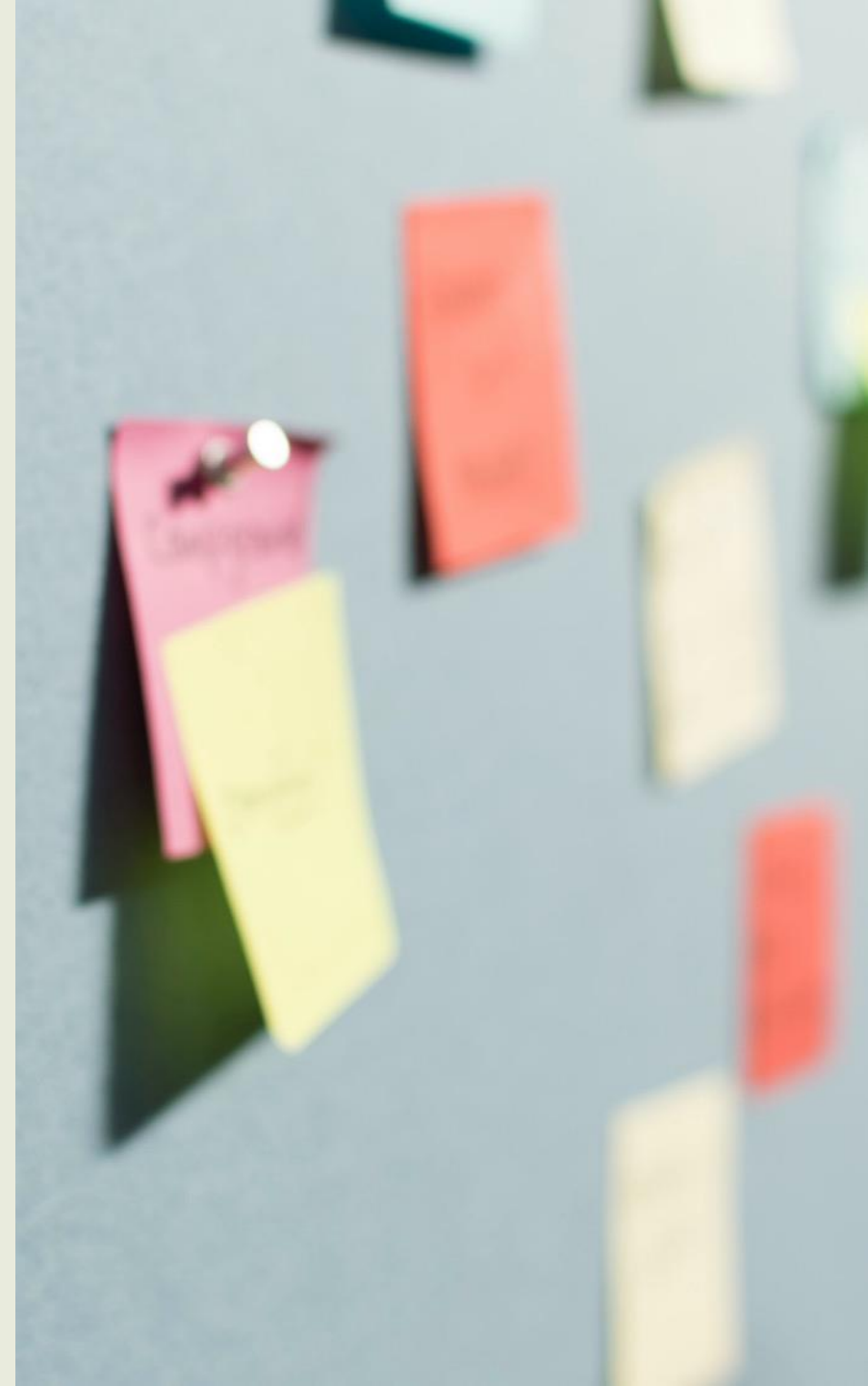
- Help inform the design and delivery of our membership awareness and recruitment campaigns ensuring consistently high levels of quality and alignment with our brand, particularly: data and insight gathering, creation and maintenance of marketing material, following up leads and conversion into members.
- Contribute to the design and delivery of our membership processes ensuring a consistently high member experience, particularly in the areas of: recruitment, membership applications, member communications, enquiries and retention/removal.
- Maintain and update member records, undertaking membership analysis and reporting on the Co-operatives UK customer relationship management system as and when required.



7. ROLE DETAILS

Member Advice

- Accurately process a range of information and documentation, including the completion of registration forms and applications to agreed standards and act as a conduit between members, clients and colleagues.
- Develop and maintain an understanding of the co-operative business model, legal structures and associated law and best practice and provide advice and guidance at all stages of the co-operative life cycle.
- Contribute to the development and delivery of new/improved advice products and services, including written guidance, based on member need.
- Support the Advice Team by contributing to the design and delivery of our case management processes, and the collection of data to support these processes, using Salesforce and Asana where appropriate.
- Work collaboratively with colleagues, promote the Advice Team as a key source of internal and external expertise.



8. ABOUT YOU

ESSENTIAL CRITERIA

- Excellent interpersonal skills, ability to build rapport and develop longer term working relationship both internally and externally
- Able to prioritise, plan and meet deadlines in a busy work environment
- Excellent written and verbal communication skills
- Diligent with an attention to detail, accuracy, and quality when carrying out process driven tasks such as record keeping and database maintenance
- Experience of dealing with enquiries from the public, customers or in a membership context
- Demonstrated interest in co-operative values, principles, and the wider social economy

DESIRABLE CRITERIA

- Understanding of the co-operative and mutual sector
- Experience of member-based organizations



9. HOW TO APPLY

Please complete the application form signposted at: www.uk.coop/careers

Application deadline:
Midnight, Tuesday 20th February 2024

Interviews:
Wednesday 13th March 2024,
held at Holyoake House, Manchester

Direct any queries to:
recruitment@uk.coop

CVs sent directly to this email will not be considered.

