



<https://chartered.college/>

## Head of Member Acquisition and Engagement

### Job description

Join our team as Head of Member Acquisition and Engagement, helping us to support teachers, champion great teaching and raise the status of the profession by helping us continue to grow our membership and retain existing members. In this exciting new role, you will identify, develop, promote and evaluate programmes and initiatives to attract and retain members.

Job Title	Head of Member Acquisition and Engagement
Reports To	Associate Director: Partnerships
Salary	£40,000 - £44,000 FTE (pro-rata based on hours) depending on experience
Contract	Part-time. We are open to discussing flexible working options.
Hours	21 hours per week (0.6 FTE).
Benefits	Flexible working, generous annual leave, 8.5% employer pension contribution, Paycare, individual and team professional development/learning budget. A full list of our benefits can be found <a href="#">here</a> .
Based	Office. We have a central London office and this role does require some office attendance to support the membership function. While this role is considered as office-based, we are happy to discuss hybrid-working options.
Start date	1st July 2024, subject to any notice period
Deadline	Applications will close on 7th May 2024. A task and competency based interview will take place over two rounds. <ul style="list-style-type: none"><li>• First round interviews to take place on 13th and 14th May 2024</li><li>• Second round interviews to take place on 21st and 22nd May 2024</li></ul>
Application	Please apply <a href="#">here</a> by uploading your CV and cover letter. Please use <a href="#">this guidance</a> when writing your cover letter. We encourage you to apply promptly as we will be reviewing applications as they are received and may complete the process earlier than expected if an excellent candidate is identified at an early stage.

### The organisation

The [Chartered College of Teaching](#) is a charity and the professional body for teachers. We are working to empower a knowledgeable and respected teaching profession through membership and accreditation.

We are dedicated to bridging the gap between practice and research and equipping teachers from the moment they enter the classroom with the knowledge and confidence to make the best decisions for their pupils.

Our activities mainly focus on four key areas:

- membership
- teacher accreditation
- teacher CPD
- online and print resources

Since opening membership in 2017, we have grown rapidly. In total our work reaches nearly 50,000 teachers and more than 3 million young people. In 2021 we won the Memcom award for 'Best magazine for a Professional Association or Membership Organisation'; in 2020 we published reports 'Education in Times of Crisis' around the impact of lockdown which have since



been cited in educational reports and academic papers; in 2022 we celebrated the graduation of over 246 teachers from our Chartered programmes. We are a growing and multi-skilled team of just over 30 people, supported by a Board with a significant track record of experience in a range of fields. Our business plan focuses on growing membership and Chartered programmes and providing meaningful professional learning opportunities for the teaching profession. This role will support us to deliver an excellent service to our members and those engaged with our CPD pathways, publications and research activity.

**The opportunity**

We are looking to recruit a Head of Member Acquisition and Engagement on a part-time contract. This is an exciting new role that will play a key part in our continued growth and will make a real impact on the teaching profession; we are looking for someone who believes in our mission and the work we do.

Working closely with the Deputy Chief Executive, Associate Director: Partnerships and the Marketing and Communications Manager, the Head of Member Acquisition and Engagement will take a lead on activity related to attracting and retaining our individual teacher members, including developing, rolling out and evaluating recruitment and retention programmes, initiatives and campaigns for current and prospective members. The successful candidate will be confident using data to inform decision-making and monitor progress towards membership growth targets and have the ability to work well independently and within a team.

This could be an ideal opportunity for you as you will:

- have the opportunity to drive membership growth through new programmes, initiatives and campaign, informed by data
- work collaboratively with many of the team across the charity, including as a member of our senior management team
- help to grow the professional membership organisation for the teaching profession and be part of the team driving the organisation forward.

<p>Main area of work</p>	<p>The majority of your time will be spent developing, implementing and evaluating strategies to secure individual membership growth, including through retaining current members and attracting new members.</p> <p>The role is ideal for someone who enjoys building relationships externally and working with a range of colleagues across the organisation. You'll be an expert on our products and services, and you'll use our CRM system and other data sources to understand membership trends, challenges and opportunities.</p> <p>You will ensure the Chartered College of Teaching is responsive to the needs of the sector, making sure that we understand our members and ensuring that every member gets maximum value from engagement with our products and services.</p>
<p>Additional areas of work</p>	<ul style="list-style-type: none"> <li>• Working closely with the Marketing and Communications Manager, planning recruitment campaigns and strategising content and resources for membership initiatives</li> <li>• With the Associate Director: Partnerships, ensuring join-up between group membership sales and individual member sales</li> <li>• Promoting and representing the Chartered College to potential members at events</li> <li>• Working with the Membership Manager to ensure a seamless experience for members from their first interaction with us</li> </ul>

- Recording, presenting, formatting and analysing data in a variety of ways to report to colleagues and stakeholders, including against KPIs.
  - Performing other activities as and when required to support the wider team to achieve the charity's goals.
- Alongside your main areas of work, you will also participate in meetings and be encouraged to participate in CPD learning activities and training to maintain and develop your knowledge and skills.

## About you

You don't need to have expertise in absolutely all areas, but we're looking for someone who is motivated by our vision and truly passionate about membership growth and supporting teachers. Systems you would be using include Salesforce, DotDigital, Google Workspace, Zoom, Submittable and Slack.

### Experience and skills:

- Experience in a sales or business development role (essential), with experience of membership or subscription sales highly desirable
- Experience working in the education sector (highly desirable)
- Experience of developing, delivering and evaluating sales initiatives and campaigns (essential)
- Strong Excel and data analysis skills (essential)
- Experience of Salesforce or other CRM systems (essential)
- Excellent written and oral communication skills (desirable)

## Why us?

As an organisation we care deeply about creating a working environment that supports our people to grow personally and professionally. These are reflected in our [organisational values](#) which outline the distinctive working culture we are looking to create. In particular, these values are reflected in our commitment to:

- Flexible working: responsive management, flexible hours, hybrid or fully remote working
- Professional development, including formal and informal training and support
- Transparency and ownership: we have an open culture that ensures all staff guide our strategic direction
- Mental health and wellbeing: access to health and wellbeing advice and health cash plan

## Diversity and inclusion at the Chartered College

As a growing organisation we are committed to:

- Becoming increasingly representative of the sector and geographies that we operate in
- Providing a positive experience of work as part of an inclusive culture led by our organisational values
- Maintaining an annual EDI action plan - led by the internal team

## What to expect from the recruitment process

- All applications are anonymised until the point of interview
- Line Managers trained in recognising bias
- We implement a standardised interview template and competencies matrix for a fair and transparent process

If you require any adjustments in order to proceed with an application please make a request to [recruitment@chartered.college](mailto:recruitment@chartered.college).

For more information about joining the Chartered College, please watch this short [video](#) from Dame Alison Peacock (CEO).



### **Your personal data**

As part of the recruitment process, the Chartered College of Teaching collects and processes personal data relating to job applicants. The organisation is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

### **Pre-employment checks**

All conditional offers of employment are subject to:

- two satisfactory references
- proof of qualifications
- eligibility to work in the UK.

We are an employer committed to the safeguarding of children and young people.