

Head of Membership Services – Candidate Pack August 2024

Welcome

Thank you for your interest in joining Rape Crisis England & Wales.

We are a feminist membership organisation for 38 specialist Rape Crisis centres across England & Wales. Together with our trustees and members, we aim to educate, campaign and use our collective voice to end sexual violence and improve services for survivors.

We also run the 24/7 Rape and Sexual Abuse Support Line, a national helpline service, in partnership with some of our member centres.

Our Head of Membership Services will lead the development and implementation of an ambitious membership strategy and engagement plan, ensuring our offer remains competitive and meaningful, meets our members' needs, and is responsive to feedback.

In this senior management role, you will be responsible for strategic and operational leadership of the membership team, ensuring that members have a positive and engaging experience, that their voices and interests are heard within RCEW, and their interests represented in decision-making.

You will lead on supporting our members to work within the framework of the Rape Crisis National Service Standards (2024), producing and updating guidance and information as necessary and facilitate the sharing of best practice through peer support spaces.

We're a passionate, principled and hard-working team, so it's important to us that your values align with ours. These are:

- Intersectional feminism
- Empowerment
- Solidarity
- Survivor-focus
- Being bold and brave
- Empathy, love and trust

In line with these values, we offer a generous package of support for our staff including wellbeing hours and clinical supervision, and encourage flexible working.

Rape Crisis England & Wales

Charitable Incorporated Organisation (CIO) | Charity number: 1155140

Suite E7.2, Josephs Well, Hanover Walk, Leeds, LS3 1AB
rapecrisis.org.uk | rcewinfo@rapecrisis.org.uk



We warmly welcome applications from candidates from diverse backgrounds. If you would like an informal conversation with me about the role, please email recruitment@rapecrisis.org.uk to arrange this.

Laura Parker

Chief Operating Officer

Job Description: Head of Membership Services

Hours:	37 hours per week (full time) Part time may be considered (minimum 0.8FTE)
Salary:	£45,688 per annum (pro rata), plus 6% pension contribution
Annual leave entitlement:	25 days per annum (increasing up to 30 with length of service) plus statutory Bank Holidays (pro rata)
Nature of contract:	Permanent
Reports to:	Chief Operating Officer
Location:	Flexible (homeworking), with occasional travel to London, and elsewhere in the UK, by arrangement

Key responsibilities

Strategy and Growth

- Undertake **consultation with key stakeholders** and analysis of market opportunities, to support the development of a refreshed and sustainable membership strategy.
- Implement a **membership strategy** with attention to retaining and supporting existing Rape Crisis centres, as well as engaging/welcoming new members.
- Identify and pursue **opportunities for expanding our network** of members, including new member segments, markets and partnership opportunities.
- Design and oversee initiatives to **enhance the member experience**, ensuring that our offer benefits Rape Crisis Centres (RCCs) and we continue to be relevant, valuable and accessible.

Engagement

- Develop **supportive relationships with our member centres**, ensuring they understand and are able to make use of member benefits, and implement and adhere to RCNSS 2024.
- Proactively **engage with – and seek feedback from – member centres** about all aspects of RCNSS 2024 and membership benefits, responding to requests, concerns and suggestions promptly.

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- **Lead member communications** in partnership with the Head of Policy and Communications and manage relationships and partnerships with external stakeholders for the benefit of RCCs.
- Ensure that members are regularly **consulted, supported, and informed** on key issues affecting the VAWG sector.
- Lead the team to organise and manage **membership events, networking opportunities, and training** to share good practice, respond to learning needs, and showcase our centres' expertise.
- Create and maintain a sense of **community among members**, amplifying their voices and experiences in all aspects of the organisation's work and supporting them to feel connected to one another.
- **Empower, advise and provide constructive critical challenge** to colleagues working to support member centres including providing briefings on key issues.
- Take direction from the Policy and Communications team in the development of newsletters, briefings, letters, blogs, articles, reports and other communications around our membership work.

Impact

- Use **data-insights to track membership trends, identify risks and opportunities** and adjust departmental strategies accordingly
- Ensure **performance measures (KPI) are established** and reported against to demonstrate impact.
- Monitor the impact of membership activities and engagement, using data and feedback to inform **continuous improvement**.
- Produce **regular, clear and concise reports** for the CEO, COO, board, and funders on the progress and outcomes of policy and membership work.
- Ensure **compliance with relevant regulations and best practices** related to membership management and quality assurance.

Quality Assurance and Support

- **Oversee membership services including any outsourced contracts** as part of our membership offer.
- Lead the **management of and response to complaints** about RC centres that potentially breach our Membership Agreement and/or the RCNSS 2024, delegating investigation and management to relevant senior managers, ensuring compliance with policy and reporting to the Board of Trustees and any external regulatory bodies as required.
- Lead on providing support to Member Centre to address any identified concerns as part of **service improvement plans**, liaising with and involving other RCEW colleagues as necessary.
- Provide **strategic oversight of the RCNSS 2024**, to ensure they are fit for purpose as a sector leading quality mark, are rooted in our values and reflect best practice.

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Leadership and Team Management

- Provide **leadership and management to the Membership Services team**, ensuring alignment with organisational objectives and values.
- Develop **work plans, allocate resources, and manage performance** to ensure the effective delivery of membership initiatives.
- **Collaborate closely with other departments** as part of a wider matrix-leadership structure.

Expectations of RCEW Senior Leadership Team:

This role requires you to be a member of the Senior Leadership Team (SLT); success in this role requires you to participate in the strategic development of RCEW as a whole, and to work closely with other senior management colleagues to:

- Ensure that the RCEW is achieving its **mission and objectives** by regularly reviewing and adjusting strategies based on results, changes in the external economic and political environments, and emerging opportunities.
- Ensure that we promote and maintain professional and beneficiary-focused **values and standards of behaviour** across the organisation.
- Hold yourself and your colleagues accountable for achieving agreed-upon **outcomes and objectives**, and the charity's performance, **culture and reputation**.
- Implement and maintain **proper governance structures**, reporting to the CEO/COO and ensuring transparency in decision-making and operations.
- Ensure that the organisation secures, develops, and maintains employees' talents to meet our goals and **manage performance effectively**.
- Streamline processes to improve efficiency and identify **operational risks and mitigations**.
- **Identify risk and implement risk management strategies**, ensuring business continuity, and addressing issues that may threaten our long-term sustainability.
- Lead successful **change management** initiatives.

This list is indicative only, not exhaustive. It is intended to reflect a range of duties the post-holder will be expected to perform but additional duties commensurate with the role may be required. The job description will be reviewed from time to time and may change in light of experience and changing circumstances, in consultation with the post-holder.

Success as **Head of Membership Services** will be determined by data-driven metrics but also qualitative achievements - all of which contribute to driving growth, enhancing member engagement, and fostering long-term relationships. Below are key areas that define success for the role:

- **Members feel well-supported, engaged, and empowered**, with positive feedback through a range of feedback mechanisms including surveys and direct communications.

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- **Regular events, workshops, or training sessions** are well-attended by members, fostering a sense of community and facilitating stronger sector collaboration.
- **Development and delivery of a robust membership strategy** that demonstrates value in our offer.
- The **Rape Crisis National Service Standards 2024 accreditation process is complete**, and a cycle of continuous review is developed in consultation with the membership and delivered.
- **Successful collaboration with other organisational departments** so that insights and recommendations from the membership network can be shared, considered and actively influence RCEW.

Person specification

	Essential	Desirable
Knowledge, skills and experience		
A relevant qualification (business, marketing, communications or relevant field) and/or experience in membership management, customer engagement, or a related field.	x	
Proven success in growing and managing membership programs, preferably in a membership organisation, association, or subscription-based organisation.	x	
Experience with digital marketing, implementing CRM systems (e.g Salesforce), and data analysis would be beneficial.		x
Strong understanding of data analysis tools and membership analytics.		x
Strategic thinker with a strong track record of developing and delivering successful membership growth and retention strategies.	x	
Excellent communication and interpersonal skills, with the ability to engage and build relationships with diverse stakeholders.	x	
Strong leadership and team management skills, with the ability to inspire and motivate a team.	x	
Survivor and beneficiary-focused approach, with a passion for enhancing member experience and satisfaction.	x	
Personal attributes		
Commitment to the vision, mission, aims and values of RCEW	x	
Results-oriented with a passion for making a difference.	x	

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Collaborative and able to build strong internal and external relationships.	x	
Adaptable, innovative, and comfortable with change.	x	
Solution-focused and pragmatic.	x	
Strong people leadership and the confidence to lean into - and address - organisational challenge.	x	
Other requirements		
An up to date DBS Certificate or willingness to complete a DBS check	x	

How to apply

Please complete the application form, including a supporting statement of up to 3 pages that sets out how you meet each of the criteria in the person specification above. Please address each point in turn, giving examples from your previous experience to show us how you meet the knowledge, skills, experience and personal attributes criteria listed.

We would be grateful if you would also complete the Equality and Diversity monitoring form. This form is for monitoring purposes only and is not treated as part of your application.

Please send your completed application and monitoring forms to recruitment@rapecrisis.org.uk

Key dates:

- Closing date for applications: Monday 14th October at 9am
- Interviews: Tuesday 22nd October 2024 and Thursday 24th October 2024

Informal conversations

An informal conversation with the Chief Operating Officer, prior to application, can be organised by contacting: recruitment@rapecrisis.org.uk.

All other contact regarding your applications should be made to: recruitment@rapecrisis.org.uk

Please note: we will not respond to unsolicited approaches by recruitment agencies via this email address.

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Thank you for your interest in Rape Crisis England & Wales – and good luck!

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