

# Membership Engagement Manager Job Description

<b>Department/ Team</b>	Communications, Membership and Education team
<b>Location</b>	FIGO House, Waterloo Court, 10 Theed Street, London, UK
<b>Main purpose of job</b>	As a proactive member of the Communications, Membership and Education team, the Membership Engagement Manager delivers high quality, professional services to FIGO's members to increase satisfaction, deepen engagement and improve the FIGO membership experience.
<b>Reporting to</b>	Senior Communications and Engagement Manager
<b>Budget responsibility</b>	Monitoring membership income, providing regular reports
<b>Organisational relationships</b>	Events team, Finance team, Publishing and Committees team, Project teams, Administration team, FIGO member societies, Board of Trustees, Council, regional federations and partners.
<b>Hours / Tenure</b>	37.5 hours per week excluding lunch breaks
<b>Job context</b>	<p>The International Federation of Gynecology and Obstetrics (FIGO) is the world's largest alliance of national societies of obstetrics and gynaecology, bringing together professionals from more than 130 countries and territories. For over 65 years, FIGO has collaborated with the world's top health, rights and donor bodies. We are in official relations with the World Health Organization and consultative status with the United Nations.</p> <p>FIGO is dedicated to the improvement of the health and rights of women and girls and to the reduction of disparities in health care, as well as to advancing the science and practice of obstetrics and gynaecology. We pursue our mission through education, research implementation, advocacy and capacity building with our member societies.</p>
<b>Department</b>	This post contributes to the continued strategic development of member engagement within FIGO delivering high quality and efficient engagement campaigns, communications and services to member societies.
<b>Specific responsibilities</b>	<p><b>Membership engagement and communications</b></p> <ul style="list-style-type: none"> <li>Lead the continual development and implementation of FIGO's membership engagement plan, including by horizon scanning and forward planning, to strengthen relationships with our members,</li> </ul>

	<p>increase their levels of satisfaction and enhance the membership experience.</p> <ul style="list-style-type: none"> <li>• Responsible for the overall management, delivery, review and ongoing development of successful membership journey including key touchpoints of the membership cycle and reflecting the needs and interests of our members.</li> <li>• Identify opportunities and implement solutions to introduce greater audience segmentation, targeted communications and bespoke opportunities that improve membership engagement.</li> <li>• Lead on regular and campaign-specific evaluation and reporting of membership engagement communications and initiatives.</li> <li>• Identify, engage and build effective working relationships with key internal and external stakeholders, including trustees, member society officials, and allied Regional Federations representatives.</li> <li>• Manage the development of FIGO’s membership matrix to better understand and monitor levels of engagement of our member societies, producing regular reports to monitor progress.</li> </ul> <p><b>Membership services and operations</b></p> <ul style="list-style-type: none"> <li>• Act as the first point of contact for member societies, manage the membership inbox, respond to membership requests and triage queries as appropriate to ensure we provide a responsive and solution led service.</li> <li>• Lead on management of membership data in our CRM, ensuring the integrity and carrying out regular checks, updates, reporting and data cleanse exercises.</li> <li>• Lead on the collection and analysis of robust data relating to membership (including via surveys as appropriate), producing standard and bespoke reports to evaluate and continually improve our offer to members.</li> <li>• Lead and report on, in collaboration with the Finance Team, the annual membership renewal process and manage application process of new members from start to finish.</li> <li>• Work with other departments to ensure areas of improvement and smarter working processes are continually identified and implemented.</li> <li>• Develop and deliver an improved benefits package that highlights the value and opportunities of membership with FIGO.</li> </ul>
<p><b>Generic responsibilities</b></p>	<ul style="list-style-type: none"> <li>• To adhere and comply with FIGO Policies and Procedures</li> <li>• To contribute to the work of the department and/or team and FIGO</li> <li>• To travel to / attend meetings and events (and represent FIGO at external meetings and events if required).</li> <li>• The above list of responsibilities does not define or limit the work which you are employed to do, and you may be required to do any work within your capability which FIGO requires of you from time to time</li> </ul>
<p>N.B: This job description reflects the present requirements of the post. As duties and responsibilities change and develop, the job description will be reviewed and be subject to amendment in consultation with the job holder.</p>	

<b>Name of job holder</b>	<b>Signature</b>	<b>Date of agreement</b>
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## PERSON SPECIFICATION

### GENERAL AND PROFESSIONAL EDUCATION

**Essential**

Degree level (or an equivalent qualification).

**Desirable**

Evidence of higher-level qualification or continuous development in membership services, communications or office administration could be an advantage.

### KNOWLEDGE AND EXPERIENCE

**Essential**

- Minimum of three years of experience of working in a customer- or membership-facing role requiring extensive interaction and high standards of professional communication with stakeholders.
- Minimum of three years of experience of using and developing a membership database system, ideally using customer relationship management software.
- Minimum of three experience of collecting, analysing and reporting data for the purposes of monitoring and evaluation.
- Previous experience of managing complex projects and/or campaigns from beginning to end.
- Previous experience producing high quality email communications and newsletters.
- Experience of organising and facilitating meetings, including those for high-profile stakeholders.
- Experience of working in diverse cultural environments.
- Experience of working both independently and as part of a team, exercising autonomy and personal authority as needed.
- Excellent knowledge and use of Microsoft Office programs.

**Desirable**

Experience working within a charity, not-for-profit and/or membership organisation.

### SKILLS, ABILITIES AND ATTRIBUTES

**Essential**

- Self-motivated, flexible and a creative problem solver.
- Excellent organisational skills and attention to detail.
- Excellent writing, interpersonal and communications skills.
- Collaborative approach with relationship-building skills.
- Ability to work within a small team.
- Compassionate personality to issues pertaining to women's health, rights and gender equality.

- Well presented with professional approach.
- Personal values that align with FIGO's mission and vision.

***Desirable***

Proficiency in French or Spanish could also be an advantage (If so, please state your proficiency clearly in your cover letter).