

ROLE DESCRIPTION

Job title	Membership Development Manager
Team/group	Business Development
Summary role description	Responsible for driving the growth of our membership base, delivering sales of our products and services and overseeing comprehensive membership recruitment, retention and engagement strategies. Working closely with the Director of Business Development, you will play a pivotal role in achieving our membership and sales goals, contributing to CILIPs overall success and sustainability.
Reports to	Director, Business Development
Normal place of work	CILIP offices/hybrid
Salary	£38,932 per annum

Our purpose is to raise standards in libraries, information and knowledge management to change lives – improving education, literacy and prosperity for all.

We expect everyone to meet the core CILIP team values:

ONE TEAM - We deliver on our commitments, are supportive and have a shared purpose.

INNOVATIVE - We lead the development of the sector, are commercially agile and embrace change.

COLLABORATIVE - We engage the right people, contribute purposefully and share knowledge and expertise generously.

ACT WITH INTEGRITY - We are inclusive, we work for the public good and champion the profession.

What is this role accountable for delivering?

Membership management

- Develop and implement strategies for membership recruitment, retention and engagement to help drive growth
- Maintain accurate up to date membership records, ensuring data integrity in the CRM membership database
- Monitor membership trends and conduct regular analysis to identify opportunities for growth and improvement

Communication and outreach

- Manage effective communication channels with members
- Play a pivotal role in maintaining our social media profile
- Create social media content to support CILIP campaigns
- Collaborate with colleagues to design and implement outreach campaigns to attract new members
- Represent CILIP at relevant industry events, conferences and meetings to promote membership and CILIP's wider services

Marketing and development

- Developing, overseeing, delivering, and improving a 'sales pipeline' for all products and services across CILIP, working jointly with teams across the organisation and taking ownership of sales from lead generation to a buying decision, including cross-selling and cross-promotion (Professional Registration, Events, Training, etc)

- Ensuring that CILIP is able to capture, manage, capitalise on and convert leads across current and potential future target audiences.

Reporting and evaluation

- Prepare regular reports on membership numbers, trends, engagement activities for the Senior Management Team
- Driving insight and intelligence back into the organisation to inform planning, prioritisation, and business development.
- Evaluate the effectiveness of membership initiatives and make recommendations for improvements based on feedback and data analysis

Other tasks

- Working with the Advertising Sales and IP Jobs manager to ensure adequate cover for these functions during periods of absence.
- Any other duties as may be needed as part of the effective operation of CILIP.

PERSON SPECIFICATION

	Essential / Desirable
Work Experience	
Experience in membership services, community engagement, account management or a related field	E
Experience of driving growth in a membership organisation	D
Experience of working to targets and business/performance objectives	E
Experience of supporting a successful cross-organisation sales mindset and culture	E
Experience of harnessing digital technologies to drive cross-platform sales	E
Skills/Abilities	
Ability to prioritise activities within challenging deadlines	E
Understanding/experience of the library, information or knowledge profession	D
Exceptional communication and interpersonal skills with the ability to engage and build relationships with stakeholders at all levels	E
Strong organisational skills and attention to detail, with the ability to manage multiple projects simultaneously	E
Self-motivated and results driven, with a proactive approach to problem-solving	E
Personal details	
Personal commitment to CILIP's objectives for Equality, Diversity and Inclusion	E
Other Circumstances	
The ability to work according to the CILIP Hybrid Working Policy	E

What are the success measures/outcomes for this role?

Growth	Meeting organisational growth and retention targets Meeting new targets set on selling services and products including sponsorship targets
Value for members	Connecting existing members to the variety of opportunities available to them. Resulting in individual member retention.
EDI	Helping meets our diversity/representation targets within the organisation that acts as drivers for individual memberships.
Performance & improvement	Will need to harness data and knowledge to drive sales. This role is very focused on growth Key Performance Indicators

Managerial Responsibility	This role has no line-management responsibility but will work closely with the rest of the Business Development Team and across the organisation
Dimensions and Limits of Authority	Expected to take the autonomous lead for own project, area or specialism, working within broad occupational policies.