

## Role profile & Person Specification

### Director of Membership and Digital



<b>Title:</b>	Director of Membership and Digital
<b>Reports to:</b>	CEO
<b>Management of:</b>	Membership and Fundraising Officer, Senior Digital Officer, Content and Projects Lead
<b>Salary:</b>	£45,000 - £50,000
<b>Contract:</b>	Full time, permanent

### Role Profile

#### Role purpose

The Director of Membership and Digital will lead the European Movement UK on two critical areas of strategy:

- An ambitious strategy to rapidly grow our membership and become a mass membership organisation within 5 years
- A digital strategy that delivers on the European Movement's strategic objectives to shift public opinion and grow our movement, including cutting edge digital political communications, innovative digital campaigns infrastructure, and platforms that drive highly efficient and effective supporter engagement.

#### Key contacts

- All staff, the Chief Executive, and the Executive Committee
- Ambassadors and Political Advisory Committee representatives
- Journalists and media organisations
- Politicians and their offices
- Storytellers, campaigners, and local branch chairs
- Representatives of partner organisations and other pro-European groups

And any other contacts required within the scope of the role.

## Key responsibilities

### Membership

- Building on the work of the membership taskforce and existing strategy and plans, develop, lead, and iterate a comprehensive and ambitious membership strategy covering recruitment, retention, and engagement.
- Develop a sophisticated understanding of our member and supporter base and their priorities and needs, to inform the membership offer and supporter journeys
- Identify new target audiences and routes to market and maximise opportunities, including through building partnerships with other organisations.
- Develop and lead on strategies to increase the diversity of our members and supporters, with a particular focus on gender, ethnicity, and age diversity
- Embed a “membership culture” across the whole of the European Movement UK, ensuring we maximise opportunities to engage with and give a voice to our members across all of our work
- Set membership and fundraising income targets, and develop a comprehensive set of reporting and analytics, including KPIs, ROI, and retention reporting.

### Digital

- Develop, lead, and iterate a digital strategy with a focus on increasing and deepening supporter and member engagement, and developing our public profile and the reach and cut-through of our campaigning messages to target audiences.
- Evaluate and optimise current digital infrastructure to drive efficiency and effectiveness in delivering our goals
- Oversee the delivery of significant digital projects including a new website and online campaigning infrastructure
- Work closely with the Director of Strategic Communications to deliver communications strategies through digital channels and ensure consistency of message and brand / tone of voice across our channels (ie website, social media, newsletters).
- Work closely with other Directors to ensure campaigns use the most impactful forms of digital and other communications to achieve impact
- Spot opportunities and react quickly, testing and implementing new digital ideas and approaches that grow our reach, brand awareness, and income
- Ensure the CRM system and other internal systems are fully utilised by the team, kept up to date, and are accurate

- Manage external agencies and suppliers to deliver digital development projects, ensuring consistently high-quality output and value for money
- Ensure compliance with all relevant regulatory requirements including in relation to fundraising, political communication, and data protection, acting as Data Protection Officer for the European Movement UK
- Analyse all digital activity (eg website visits, bounce rates, email delivery, open and click rates) to measure effectiveness and optimise return on investment, delivering against KPIs
- Prepare regular management information reports on all aspects of EM's membership and digital operations for the Senior Team, CEO, and Executive Committee

### **Leadership**

- Oversee performance and report on results and progress across all functions of the Membership and Digital Team : fundraising, membership, digital communications, and digital operations
- Manage members of the Membership and Digital team (currently the Membership and Fundraising Officer, Content and Projects Lead), with responsibility for setting objectives, undertaking regular one-to-one meetings and an annual appraisal.
- Drive a culture of high performance, with a focus on acting on insight, measuring results, and putting our supporters, members, and activists first.
- Operate strategically and collegiately, taking joint responsibility for monitoring overall organisational performance as part of EM's senior team.
- Any other duties commensurate with the role

These duties may be subject to change over time.

(DOCUMENT CONTINUES ON THE NEXT PAGE)

## Person Specification

### **Key competencies**

- Ambitious, innovative and creative, open to new ideas and approaches
- Strategic thinker
- Sharp political judgment
- Excellent written and verbal communication skills
- High-level skills in negotiation, influencing, and persuasion
- A flexible team player
- Attention to detail and process when required
- Can work effectively under pressure and manage competing priorities
- Commitment to pro-European values

### **Essential criteria**

- Track record of delivering impressive member and/or supporter growth in a comparable organisation
- Experience of developing new approaches to supporter and member recruitment and testing new products to increase income and engagement
- Web/technical experience, particularly HTML, UX, CRMs, evaluation and optimisation of digital platforms, and in managing digital development projects
- Evidence of successfully using social media to communicate political messaging effectively
- Able to oversee the production of great digital campaign content across a range of channels, media, and registers including email, blogs, video, websites, and adverts
- A track record of planning and delivering complex projects and programmes of work
- Experience of setting strategy, managing and creating budgets, including forecasting, monitoring, maintaining agreed budgets, regular reporting of outcoming against KPIs
- Well-developed numeracy and analytical skills for entering, recording, interpreting, analysing, and presenting financial and other data in clear and accurate formats to identify opportunities and risks
- Proven experience of leading, managing, and retaining a team as well as creating a culture of innovation and a commitment to achieving results.
- Experience of developing and leading strategic partnerships and/or managing external contractors and agencies

## **Desirable criteria**

- Experience of senior leadership, including of reporting to a non-executive board
- Experience of working in a volunteer-led organisation
- Strong understanding of the politics and policy relating to Brexit and the EU

## **Other Information**

### **Location**

This role can be office or home-based. The postholder will be required to contribute fully to team activity which, subject to COVID-19 restrictions, may require regular attendance at the office in Central London (Chancery Lane).

### **Flexibility**

This role is full time with core hours between 10 and 4pm. Our office operates with a flexible working arrangement with flexibility about how those hours are distributed across the working week once agreed with your Line Manager.

Once agreed, the postholder will be expected to keep to an agreed working pattern, contribute to team meetings, and on occasion be willing to flex hours.

### **Diversity**

The European Movement UK is committed to improving the diversity of our team.

We welcome applications from all candidates, but would welcome applications in particular from women, working parents, and from BAME, LGBT+, and disabled candidates, to improve representation in these areas.

We are taking steps to help us attract a wider range of candidates, including adopting a more inclusive recruitment process, offering the role on a flexible, part time basis, and being flexible on the location of the role.

Please let us know if you require any other adjustments in order to apply for this role.

## **How to apply**

To apply for this role, we would like you to send us the answers to three questions and to share a copy of your CV.

Please access the questions and upload your CV by clicking the link at:

[https://www.europeanmovement.co.uk/vacancy\\_director\\_of\\_membership\\_and\\_digital](https://www.europeanmovement.co.uk/vacancy_director_of_membership_and_digital)

The deadline for applications is **9am on Thursday 07 October**.

Interviews will be held during the **weeks beginning 11 and 18 October**

The questions we ask aim to provide the recruitment panel with a good overview of your experience and skills and how they relate to the key requirements for the role. The panel will score the answers to these questions 'blind' (without knowing other information about the candidates). We will only review CVs once we have scored candidates on the questions.

You can find out more about why we are using this recruitment method [here](#).

If you would like to talk to a member of the team before you apply, we would be very happy to share more details about the role and our recruitment methods. Please contact the office to arrange this on **recruitment@europeanmovement.co.uk** or **020 8126 0247**.

The questions asked during the recruitment process are:

- 1) Please tell us how your skills and experience make you right for this role. (300-400 words)

Please refer back to the person specification. In particular, describe your experience in encouraging supporter growth and delivering complex projects.

- 2) Which organisation(s) would you be looking to as models for what great digital supporter engagement at the EM should look like, and why? (200-300 words)
- 3) We plan to undertake a review of the EM website over the next 6 months. If you were overseeing that project, what would success look like to you and how would you measure it? (200-300 words)

Hint: Refer to the sections of our existing website at [www.europeanmovement.co.uk](http://www.europeanmovement.co.uk)

**IMPORTANT – DIRECT APPLICATIONS ONLY. NO AGENCIES!**