

FOR CONSULTATION

JOB DESCRIPTION

Job Title: Head of Membership & Engagement

Responsible to: Director for People

Salary: £32,000 - £40,000

Benefit: 8% Employer's Pension Contribution

Tenure: Permanent

Hours: Full time 40 hours per week

Location: Lib Dem Head Quarters, Westminster, London SW1P

Purpose of Job

Reporting to the Director for People, the Head of Membership & Engagement will review the party's membership portfolio, data and behaviours of members, benchmarking against other membership organisations to identify successful models, brands and innovative ideas in order to recruit and deliver new, diverse members to the continue to grow the party beyond its 100,000 record membership levels.

S/he will recommend and develop new strategies to engage with and grow the membership and corresponding income streams to support the party's objectives.

S/he will take a hands-on role to drive a better member experience through engagement and two way communication across all channels to maximise the opportunities to build a better Liberal Democrat Party of the future.

Key Responsibilities

- To develop new strategies to refresh, diversify and grow the membership of the party and income streams to support the party's objectives
- To oversee and build the online fundraising capacity of the organisation.
- Liaise with the Head of Digital on a project management approach to commissioning work.
- Work closely with the Head of Customer relations.
- Conduct ongoing evaluation of new and existing membership options, services and income streams and report on these to senior management and key stakeholders as regularly.
- To work with members to build an extensive network of volunteers to mobilise activists and maximise the skills of a booming membership base.
- Oversee effective member and supporter journeys to improve member experience.

FOR CONSULTATION

- Develop and grow channels of two way communications with members.
- To add value to the membership offering, working collaboratively with the Head of Training and Engagement and colleagues across the organisation.
- To develop membership initiatives that encourage wider participation and support, and help push up retention
- Maintain strategic perspective of the membership offering, through evaluation and awareness of developments in the sector
- To oversee the effective utilisation of our CRM.
- To build strong working relationships with stakeholders.

PERSON SPECIFICATION

The successful candidate will have a clear vision of how to grow, diversify and engage with the membership of the party.

Specifically they will have:

Essential

- An established track record in working in a membership organisation
- An understanding of best practice in membership, voluntary or commercial organisations
- A track record of successful online fundraising.
- A detailed knowledge and understanding of Salesforce and/or other CRM's.
- Experience of devising strategies to deliver growth and add value
- Experience of working towards annual financial targets
- Experience of devising effective marketing communications
- Experience of managing a team.
- Strong project management skills
- The ability to work effectively with digital platforms and social media
- A strong teamwork ethic and collaborative working style
- The ability to build strong working relationships at all levels

Desirable

- A track record of commitment to liberal politics and a first rate understanding of the Liberal Democrats, including evidence of sympathy with its aims and values
- Strong links with other membership organisation.

APPLICATION PROCEDURE

Please apply by attaching: -

- 1) An up to date copy of your CV.
- 2) A Covering Letter; no more than 2 pages of A4 in length, indicating clearly how your experience and skills meet the criteria stated in the job description.

Email your application to the Director for People: Rachel.palmarandle@libdems.org.uk

FOR CONSULTATION

Closing date: Monday 19th Feb 2018.

All candidates must ensure their availability for interview during the week beginning 26th February 2018.