**Members and Supporters Manager**

**Salary**: £30,000 p.a.

**Hours:** Full time - 37.5 hours a week

**Location**: Women’s Equality Party Central Office, Brixton, London

**Duration**: This is a full-time, permanent post with a six-month probation period.

**Line Manager:** Director of Fundraising and Supporters

**Line Management Responsibilities:** Members and Supporters Officer and Digital Communications Coordinator

**Purpose of the role**

Our members and supporters are at the heart of our Party. They are our movement - our voters, canvassers, donors, social media influencers, champions, activists, officers, volunteers, representatives and candidates.

We are committed to ensuring our members and supporters feel engaged with and valued by the Party, whether they are individual activists, donors, or part of our regional branch network.

The Women’s Equality Party is seeking an ambitious Membership Manager to oversee and deliver the membership and supporter journey to engage and retain our existing members and supporter base, including supporting our branches, and grow our movement by driving acquisition of new members.

You will have excellent relationship and data management skills, along with demonstrable experience of managing a membership or loyalty scheme. Experience of supporting local groups would also be an advantage.

This role presents an exciting and unique opportunity for the post-holder to make it their own.

The Party’s central office is a small, dynamic team and as well as two direct reports, you will work closely with our communications and campaigns staff. We are looking for someone passionate about equality, self-driven and innovative with a commitment to ensuring the success of our movement.

**To apply for this role, please submit to us:**

* an up-to-date CV,
* a supporting statement addressing the requirements of the person specification (maximum two sides),
* an equal opportunities monitoring form (optional)

**Please email applications to** [**apply@womensequality.org.uk**](mailto:apply@womensequality.org.uk) **by no later than 23.59pm on Sunday 1st March** Interviews will be held the week commencing 9th March.

The Women’s Equality Party values equality and diversity, and welcomes applications from candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

**Job Description**

**Membership and Supporter Recruitment**

* Drive acquisition of new members and supporters, using multi-channel methods and innovating new ways of recruitment, with a key focus on diversifying our membership.
* Work with creative agencies to develop specific recruitment campaigns.
* Work with the Fundraising and Events Coordinator to deliver acquisition events to recruit new members and supporters.
* Deliver data capture campaigns to engage new supporters.
* Develop and deliver a strategy to convert supporters to members.
* Work with all staff to build recruitment opportunities into our activities.

**Membership and Supporter Engagement and Growth**

* Develop and deliver the membership and supporter communication strategy to ensure members and supporters are informed, inspired and valued, and ultimately retained and uplifted.
* Develop a membership stewardship programme including member benefits.
* Gather qualitative and quantitative data from existing members and supporters to ensure all activity is rooted in insight.
* Work with the Fundraising and Events Coordinator to deliver events for members that work to retain and optimise our membership.
* Work with the Communications and Campaigns team to mobilise our membership behind our mission and help deliver the Party’s strategic aims and mission.

**Branch Support**

* Support our branch network to deliver their activity and grow the Party’s movement.
* Support members to set up new branches and ensure branches are accessible to all.
* Act as the primary contact for branch officers and key volunteers. Deal with any branch concerns in a timely fashion, working across the teams within central office.
* Manage branches to develop and achieve local and regional membership acquisition, expansion and retention targets in partnership with the Members and Supporters Officer.
* Manage branches to develop and achieve local and regional fundraising targets in partnership with the Fundraising and Events Coordinator.
* Provide pastoral care to branches, and encourage the development of positive working relationships between officers and volunteers, including resolving conflicts where they exist.
* Communicate central office priorities with branches, and representing branch interests and needs to central office.
* Provide regular updates to/from branches as part of the WE communications operation, in partnership with the Communications team, and quality control all branch communications, advertising and literature to ensure they comply with WE brand guidelines.
* Develop tailored support packages and streamlined processes for branch engagement.

**General**

* Able and willing to work occasional unsocial hours and outside of normal office hours as required.
* Willingness to complete any other tasks as required in order to deliver the role and support the wider team.

**Person Specification**

* Practical and thorough knowledge and understanding of managing a membership scheme, with experience of leading a membership or loyalty scheme.
* Experience of building and developing relationships with a range of stakeholders and a demonstrable ability to develop and maintain effective working relationships with a range of groups and individuals.
* Experience of delivering multi-channel marketing campaigns and the ability to use digital marketing tools.
* Extensive experience of using CRM/stakeholder management systems and interrogating data and reporting.
* Ability to analyse data and develop information into reports for wider dissemination or presentation.
* Knowledge of GDPR, political party regulations and other legislation concerning membership, or demonstrable ability to quickly acquire this.
* Highly organised with excellent prioritisation skills and the ability to work to competing deadlines.
* Ability to work flexibly, responding to changing priorities and demands.
* Excellent communication skills including oral, copywriting and editing.
* Strong understanding of and commitment to the Women’s Equality Party’s aims and mission.
* Prior line management experience.
* Experience of supporting and developing branches or local groups.
* Ability to travel throughout the UK and work away from London from time to time, including occasional overnight stays
* Willingness to undertake training and to develop new skills in response to the

organisation’s changing needs.

**Key Terms**

**Gross Salary**

c£30,000 p.a. paid in arrears on 25th of each month or on the first working day thereafter.

You will be enrolled on the pension scheme after 3 months, and WE contribute 5% of the 8% total contributions.

**Starting Date**

As soon as possible

**Type of employment**

The position offered is a full-time continuous post. The normal working hours of this post will be 37.5 per week, at times to be agreed with the Chief of Staff, but key to this role is flexibility to meet unpredictable political and campaigning opportunities.

**Practicalities**

The post is based in our London office though post holders may be expected to travel within the UK and must be in a position to stay overnight away from home if necessary. Flexible home-working time can be arranged in agreement with the Chief of Staff and may be necessary on some occasions.

The nature of this post means that there will be a need at times for the post holder to be available at particular locations including but not limited to the offices of the party.

All candidates must be eligible to work in the UK.

Please note that unfortunately our current offices are on the second floor and are not wheelchair accessible and may present challenges to anyone with mobility issues.

**Women’s Equality Party**

**Job Advert**

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