



Job description

Job Title:	Senior Membership Development Officer
Reporting To:	Head of Marketing Communications
Department:	External Relations
Location:	Flexible as homeworking supported
Salary:	c. £28,840 to £29,870 dependent on experience
Benefits:	25 days annual leave + bank holidays, 5% Employer pension contribution
Contract	Permanent

Main Job Role:

nurtureuk are looking for an experienced Senior Membership Development Officer to support in the design, delivery and launch of an exciting new membership package. We want to build and strengthen our membership community and offer real support and value. Our charity has been working with schools for many years, to improve the social, emotional, mental health and wellbeing of children and young people by removing barriers to learning by promoting nurture in education.

We believe in a whole school approach to promote access to education for all. With increasing numbers of children and young people affected by social, emotional and behavioural difficulties inhibiting their progress and limiting their life chances, nurtureuk has developed a range of interventions and support to give all children and young people the opportunity to be the best they can be.

There is a great deal of untapped potential here to build our membership base into a network and community of valued nurture practitioners right across the UK. It is a great opportunity to make a big impact on the charity and what we deliver for education professionals and our beneficiaries, children and young people right across the UK.

About the role

Nurtureuk will soon begin a process of reviewing and redesigning its membership offer. We will then launch a new membership package, which adds significant value to what we offer nurtureuk members and in order to grow our membership.

The post-holder will be responsible for delivering the newly defined membership package, both at launch and ongoing to grow the membership base. A summary of the role includes:

- Product eg. the membership package design and delivery
- Marketing and communications activities
- Regular acquisition and retention marketing and communication activities
- Content development
- Event design and management

Main Duties:

The elements listed below are not intended to be an exhaustive detail of all duties and responsibilities of the role and the post-holder will be expected to carry out any other reasonable duties that are consistent with the skills, abilities and position of the role.

The Senior Membership Development Officer will:

- Work with the Head of Marketing Communications to develop the package from existing products, services and publications as well as work across the organisation to develop any new content or resources.
- Devise and deliver new content for launch about the membership package as well as ongoing membership content.
- Devise and deliver a series of events as part of the membership package. These are likely to be virtual networking and shared learning style events with the occasional face to face larger event throughout the year.
- Heavily support the launch of the membership package through external communications alongside marketing and communications colleagues.
- Manage the change process to ensure services across the organisation have a clear focus on the exclusive membership benefits offered.
- Retaining and growing the number of members, working with colleagues to deliver effective marketing and communications activity in order to grow our membership base.
- Continually evaluating the success of implementation of the new membership package and exploring ways we can clearly articulate the value of membership.

- Developing and delivering a work plan for 2022 implementation, ensuring key milestones are achieved around the membership plan.
- Lead on programme and change management in transitioning to the new membership offer (structure, benefits package and fees) internally and externally, including the implementation of membership user accounts.
- Working with Customer Services colleagues to ensure an improved customer service journey and experience for our members.
- Working to develop engagement approaches and campaigns for communicating with members and potential members.
- Developing and facilitating cross organisational working projects and processes in order to communicate and engage with members, identifying opportunities for improvement and supporting staff to build their confidence in delivering our membership offer and connect with our paid for products and services.
- Scoping and applying process improvement across all areas of membership to drive recruitment, engagement and retention.
- Monitoring membership demand and satisfaction levels to improve value offered and identify potential new membership benefits.
- Preparing reports and recommendations to the Senior Leadership Team including regular reports for membership growth against targets and associated income.
- As we develop our offer, we may require delivery of a Supply Partner Network and or partnership network – a fair and clear process for selecting, vetting, and onboarding quality partnerships that fulfil a particular need for members and offer quality at an affordable price.
- Manage and organise organisation wide events, such as short conferences and shared learning events (where these events fall within the communications workstream rather than training delivery). Most are likely to be virtual but some through the year may be in person.

In addition, the Senior Membership Development Officer will contribute to related team priorities and marketing and communications activities where required.

Person Specification –

This is an exciting and challenging role, at the heart of an agile organisation with a strong record and reputation, with the potential for real and profound change for children and young people.

The role requires an individual who has direct experience of working across a broad range of the specialist areas of responsibility identified above.

Where an individual lacks specific personal experience of working in a particular area they would be expected to demonstrate evidence to support their potential to do so and an understanding of the factors that will drive success.

Education, experience and knowledge:

Significant experience working to grow a membership base and community and in all or most of the areas of:

- Sound experience and knowledge of membership organisations and how to grow and retain the membership base
- Experience of being able to manage projects and plan a whole workstream
- Acquisition and retention marketing experience
- Events management experience
- Desk research and customer research to gain insights and need
- Experience of the third sector and or membership organisations
- Strong organisational skills with the ability to multitask and manage time effectively
- Excellent telephone manner, and professional presentation at all times
- Excellent written and verbal communication skills
- Excellent copywriting skills and tailor content for different audiences
- Good attention to detail, and the ability to keep accurate records and work at pace
- Ability to listen to customers and colleagues with empathy, to think critically and solve and escalate problems appropriately
- Ability to manage a fast-paced, unpredictable workload with professionalism and enthusiasm
- Enthusiasm for digital solutions, and a customer-focused mindset

Skills and abilities:

- Excellent communicator with the ability to simplify complex problems and develop workable solutions
- Proactive and innovative thinker with ability to develop ideas, set direction and then deliver
- Business focussed, with a charitable perspective and an understanding on the impact on people matters
- Practical with a positive 'can do' 'hands-on' attitude
- Able to foster trust and build positive working relationships
- Forward thinking and passionate about delivering change
- Ability to manage tight deadlines and changing priorities, engendering confidence in own expertise whilst showing willingness to reflect on and learn from the expertise of colleagues across the organisation
- Role model of the values and behaviours required by nurtureuk

Person Specification

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	Essential	Desirable
Professional/Education Qualifications	Is a professional with proven experience in the specialised area of work outlined above	Degree level qualification Additional relevant marketing qualifications
Experience	In depth experience in management, development and marketing strategies of acquisition and retention of membership offers. Time-management and prioritisation skills	Awareness and understanding of Education sector Understanding of working within charity governance

Knowledge and skills	<p>A high degree of flexibility, with the ability to work at both a strategic and hands-on level as the organisation requires</p> <p>Excellent interpersonal and networking skills, able to build positive relationships with internal and external stakeholders and leverage connections</p> <p>Adept at writing and producing evaluation reports on activity and financial performance</p> <p>A good awareness of safeguarding procedures and data protection</p>	<p>An appreciation and understanding of the impact of social, emotional, mental health, and wellbeing upon children and young people learning</p> <p>Good understanding of and passionate about nurture.</p>
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<p>Personal attributes</p>	<p>Approachable, open manner</p> <p>Collaborative team player</p> <p>Excellent interpersonal skills (written and verbal)</p> <p>Flexible</p> <p>Self Motivated</p> <p>Creative thinker</p> <p>Empathetic</p> <p>Proactive approach to ongoing professional development</p> <p>A commitment to the six principles of nurture.</p> <p>A passionate belief in the impact of nurture in improving the lives of children and young people</p>	
<p>other</p>	<p>Up to date DBS</p> <p>Data protection awareness</p>	

How to apply:

Applicants are asked to provide a current CV and 2-page covering letter outlining evidence against the essential criteria in the job description, clearly identifying the skills and experiences applicable to the role. Please submit your application to Head of Marketing and Communications; Laura@nurtureuk.org

About nurtureuk

Our vision

A world where:

1. Child development isn't limited by lack of nurture in education
2. Adults working with and caring for Children and Young People are supported and equipped with evidence-based tools to help them flourish and learn

Our mission

nurtureuk is dedicated to improving life chances of every child and young person by promoting nurture across the whole education system and beyond:

- Proud of being a charity and driven by social purpose
- Children and young people's development is at the heart of everything we do
- We want to amplify the benefits of nurture for every Child and Young Person within and beyond the classroom
- We are evidence-based and practice-led: 6 principles of nurture

The Six Principles Of Nurture



What is nurture?

The concept of nurture highlights the importance of social environments – who you're with, and not who you're born to – and its significant influence on social emotional skills, wellbeing and behaviour. Children and young people who have a good start in life are shown to have significant advantages over those who have experienced missing or distorted early attachments. They tend to do better at school, attend regularly, form more meaningful friendships and are significantly less likely to offend or experience physical or mental health problems. The nurturing approach offers a range of opportunities for children and young people to engage with missing early nurturing experiences, giving them the social and emotional skills to do well at school and with peers, develop their resilience and their capacity to deal more confidently with the trials and tribulations of life, for life.

History

Nurture groups were the brainchild of educational psychologist Marjorie Boxall in 1969. Large numbers of young children were entering primary school in Inner London with severe emotional, behavioural and social difficulties, which led to unmanageable rates of referral for placement in special schools or for child guidance treatment. Boxall understood that the difficulties presented by most of these children were a result of impoverished early nurturing, meaning they were not able to make trusting relationships with adults or to respond appropriately to other children. They were not ready to meet the social and intellectual demands of school life, which further damaged their already fragile self-confidence and self-esteem.

For more information please visit:

<https://www.nurtureuk.org/what-we-do/introducing-nutureuk>