

Job Title	Membership Manager
Reports to	Director of Global Engagement
Location	London, with hybrid/flexible working
Contract	35 hours per week
Salary	£36,000

Overview of the ESU

The ESU is best known for its extensive work in supporting children and young people to develop speaking and listening (oracy) skills, through primary education programmes, public speaking competitions and debate.

Founded in 1918, the ESU is an education charity and international membership organisation with a network of 54 national ESUs, each operating independently and according to its jurisdiction. Its founding purpose was to bring together those who share a belief that better communication makes for better global understanding. Today, we have over 2000 members across England and Wales who meet to socialise, gain new perspectives on the world.

Job Requirements

The ESU is seeking an enthusiastic Membership Manager to lead on the development, engagement, and diversification of the ESU's membership base. The Membership Manager will play a crucial role in growing our member community, enhancing their experiences, and ensuring our processes and systems can support our ambitions for the future. You will be a dedicated professional with strong interpersonal skills, a customer-centric mindset, and a knack for fostering meaningful relationships.

Key Responsibilities:

1. Membership Development and Growth:
 - Work with the Director of Global Engagement to design and implement a new membership strategy to diversify the ESU's membership base
 - Design and implement a strategy to re-engage former alumni of ESU competitions and educational programmes
2. Member Engagement:
 - Work with the Director of Global Engagement to support the delivery of the engagement strategy for the international ESUs
 - Build strong relationships with current members, understanding their needs, preferences, and expectations.
 - Working with the Events Manager, create a programme of online and in-person events and activities that enhance the member experience and foster a sense of community.
 - Oversee engagement with the ESU's regional branches.
3. Membership Retention
 - Develop and implement strategies to retain existing members by addressing concerns and showcasing the value of membership.

- Identify organisations to partner with who could provide additional member benefits.
 - Monitor member feedback and satisfaction, implementing improvements based on insights.
 - Manage the renewals process to ensure all members are encouraged to renew their membership in a timely manner.
4. Membership Communications
- Work with the marketing team to create marketing campaigns and initiatives to promote membership benefits, highlighting the value proposition to current and prospective members.
5. Membership Administration:
- Oversee the process of managing accurate membership records, tracking membership status, renewal dates and interactions.
 - Analyse membership data to identify trends, opportunities, and challenges in order to keep the membership strategy relevant.
 - Manage the membership budget, allocating resources effectively to achieve membership growth and engagement targets.
6. Line Management
- Line manage the Senior Branch and Volunteering Officer and the Membership Coordinator

Skills and Experience - Essential:

- Experience of working in a membership organisation or professional body.
- Experience of writing member comms or writing to a diverse range of audiences
- Strong interpersonal and relationship-building skills.
- Strong organisational skills and ability to priorities a varied workload
- Excellent written and verbal communication abilities.
- Team player with the ability to collaborate across departments.
- Good analytical skills and the ability to present data either in writing or verbally

Skills and Abilities - Desirable:

- Experience using Mailchimp and other marketing tools
- Experience using Salesforce and other CRM systems
- Experience working with volunteers