Job description

Job Title: Director of Membership

Date: February 2022

Reporting to: Executive Director of Member Engagement and Communications

Responsible for: Director of Education and Training, Senior Membership Manager, Data Analyst (consultant)

Location: London – hybrid working post-pandemic

Overview

CIarb is passionate about promoting a harmonious society, helping people and organisations avoid, manage and resolve conflict through our global network of over 18,000 members. We are the leading global professional membership organisation representing the interests of alternative dispute practitioners worldwide. As a not-for-profit, UK registered charity, CIarb works in the public interest through an international network of 41 branches.

Job Overview:

The Director of Membership role will be instrumental in the strategic development of all aspects of the membership offer, member insight matters and Education and Training products in line with our revenue targets. The role has oversight of the Education and Training team ensuring a rigorous, professional and innovative approach to the delivery of its services, products and activities. The role will provide a strategic leadership support to both the membership and education and training teams and it will play a key part in the delivery of CIarb Annual Plan and the Strategy.

Strategic aims:

The four key aims of the Membership Engagement and Communications team (responding to the overall three strategic aims) are:

- Develop a clear Brand proposition and grow awareness of CIarb and what it stands for
- Grow the number of people who feel our work is relevant to them
- Enable more people to engage and progress with us and our work through successful member journeys, products, communications and events
- Grow the number of people who champion us and our work
- To implement products and processes which best help members develop their careers.
Key Responsibilities:

1. **Membership Proposition**
   - You’ll be accountable for the development of a clear member value proposition and member offer roadmap, including and the phasing of workstreams in order to implement the offer.
   - To develop a value proposition that reflects members’ needs, aligns with Organisational direction and aligns with our Brand proposition.
   - To develop and embed a clear audience segmentation strategy for the organisation
   - You’ll lead the development of clear customer journeys that optimise member value and revenue and align with our competency framework
   - To promote members’ expertise, working with Policy and Marketing.
   - Through insight and market data oversee the strategic growth and development of CIarb’s international Young Members Group (YMG) and student database

2. **Product Strategy**
   - You’ll lead the process of ensuring CIarb has a clear suite of products (including E and T courses) that deliver value to potential members and members.
   - You’ll bring rigour to both existing and new products ensuring they are audience-led, clear revenue structures and clear KPIs.
   - To contribute to the development of CIarb’s suite of online and offline members benefits and services, [working with E& T for those benefits relating to education and with policy/marketing to ensure thought-leadership is being delivered to members]

3. **Customer Services**
   - You’ll lead our approach towards a single point of contact handling across the organisation and specifically member services. You’ll develop and implement a new, optimised processes that will lead to a better member experience across the organisation.
   - As part of the process you’ll develop clear KPIs to measure progress and success.

4. **Data and Insight**
   - You’ll be the eyes of ears of the membership and working with marketing ensure audience-led insights inform engagement strategies i.e. acquisition and retention
   - In addition, you’ll be responsible for responding to and present market data and market trends in order to inform strategy and product development
   - You’ll be accountable for the running and analysis of Member Insight Panel and introducing all-member surveys
   - You’ll lead the Data-Insight group, ensuring the organisation is aligned on data priorities and needs

5. **Numbers**
   - You’ll be jointly responsible (with Director of Membership Engagement and Communications) for revenue, and membership acquisition and retention targets.

6. **Team Leadership**
   - You’ll be self-motivated with excellent people management and interpersonal skills, capable of engaging and bringing people with you. You will have a proactive, innovative and collaborative approach with the commitment and passion to deliver significant and sustainable change.
   - You’ll have strong stakeholder management skills, managing multiple priorities, internal and external stakeholders, team members and partners. You’ll encourage a test and learn culture amongst your team, and share your knowledge and expertise to support, motivate and inspire the team and the wider organisation.
7. **General**

- To ensure that the performance of membership against is monitored effectively through monthly management accounts.
- To prepare Board papers and attend Board meetings (including Board of Management and Education & Membership Committee) on matters relating to membership and branches.
- To ensure all activities are in line with best practice in equality, diversity and inclusion (EDI) and social mobility and to embed a commitment to EDI throughout.
- To ensure adequate risk and quality assurance systems are in place for all areas of the membership team’s work.
- To give effective and professional presentations as and when required and communicate positively and effectively with CIArb members and other stakeholders as appropriate.
- To attend (and where necessary, speak at) CIArb events, conferences and branch activities.
- To promote a culture of proactive behaviour and a commitment to a high standard of customer service within membership services and the branches.

**Requirements:**

As an ideal candidate you will have director level (strategic) experience in:

- Effective operational planning and development of member services and Member Insights functions
- Developing and delivering successful member recruitment and engagement plans
- Capturing and analysing member data which will inform future product and services development plans
- Customer relationship management – strategy and systems
- Leading Education and Training activities in a membership organisation
Summary terms and conditions

Contract: Permanent, Full-Time (35 hours per week)

Salary: circa of £77,000 per annum

Annual leave: 25 days holidays per annum plus UK bank holidays

Pension: Generous Pension Scheme (from day one of joining CIArb)

Healthcare: Company scheme subject to terms and conditions.

Life assurance: Company life assurance scheme (4 x basic annual salary).

Other Benefits: • Season ticket loan  
• Cycle to work scheme  
• Perkbox (employee money saving platform)  
• Gym/Fitness Scheme  
• Flexible working hours  
• EAP (Employee Assistance Program)  
• Learning & Development opportunities  
• Enhanced Family policies  
• Social events e.g. Christmas party, summer party, International day, Charity events  
• Wellbeing incentives

Location: CIArb Head Office, 12 Bloomsbury Square, London, WC1A 2LP

Notes: We are keen to encourage applicants from all identities and walks of life.

Apply: To apply for this job opportunity, please click on APPLY HERE

Closing date: 6 March 2022