

## Role Description – Membership Development Manager

Role title	Membership Development Manager	Grade	3	Department	Membership
Reports to	Senior Business Development Manager			Direct reports	None
Key relationships / interfaces	Internal:	CEO & leadership team, membership team, service innovation team; education & life-long learning team, finance, communications and external affairs and research.			
	External:	Members, both UK and International, corporate partners, other professional bodies, trade associations, volunteers, branch committee members, SIG committee members, accredited training providers.			
Role purpose	<ul style="list-style-type: none"><li>▪ To coordinate and drive membership growth by leading recruitment and retention activity across the organisation.</li><li>▪ To reach new audiences and attract new members.</li><li>▪ To improve member retention through targeted initiatives and events.</li><li>▪ To increase the diversity of APM’s overall membership.</li><li>▪ To act as product owner for individual membership and the value proposition</li></ul>				
Breadth of responsibility	Responsible for achieving membership volume and revenue targets as per annual business plan.				
Dimensions and limits of authority	Strategy is defined by the APM board and leadership team.				
APM Values	The role holder will be expected to operate in line with our company values of: <ul style="list-style-type: none"><li>▪ Progressive</li><li>▪ Warm</li><li>▪ Excellent</li><li>▪ Thoughtful</li></ul>				

Key responsibilities / accountabilities	Key performance measures
<ul style="list-style-type: none"> <li>Work across all departments within APM to identify and map every opportunity to promote and grow APM membership.</li> </ul>	<ul style="list-style-type: none"> <li>Regular meetings in place with key internal stakeholders (events, volunteers etc.)</li> <li>Develop annual plan of member recruitment activity</li> </ul>
<ul style="list-style-type: none"> <li>Develop the approach to grow membership outside the UK, taking into consideration ease of use, relevance, price and promotion.</li> </ul>	<ul style="list-style-type: none"> <li>Growth in international membership</li> </ul>
<ul style="list-style-type: none"> <li>Lead initiatives across APM to convert non-paying student members into paying members.</li> </ul>	<ul style="list-style-type: none"> <li>Student member conversion ratio</li> </ul>
<ul style="list-style-type: none"> <li>Explore and identify ways to improve member retention</li> </ul>	<ul style="list-style-type: none"> <li>Membership retention rate improvement</li> </ul>
<ul style="list-style-type: none"> <li>Work with volunteer community to support them in developing and implementing initiatives to grow membership.</li> </ul>	<ul style="list-style-type: none"> <li>Increase in awareness and promotion of membership among volunteer community</li> </ul>
<ul style="list-style-type: none"> <li>Monitor and report on competitor activities around membership providing relevant reports and information.</li> </ul>	<ul style="list-style-type: none"> <li>Produce regular reports / updates</li> </ul>
<ul style="list-style-type: none"> <li>Be outward facing and attend and present at external meetings and events to promote APM membership.</li> </ul>	<ul style="list-style-type: none"> <li>New members recruited</li> </ul>
<ul style="list-style-type: none"> <li>Actively promote the diversity of members by identifying and removing barriers and acting internally and externally as a champion for diversity and inclusion.</li> </ul>	<ul style="list-style-type: none"> <li>Increase in diversity metrics in APM membership</li> </ul>
<ul style="list-style-type: none"> <li>Analyse member data, survey outputs and external environment to identify trends, gain insights and intelligence which inform the value proposition.</li> </ul>	<ul style="list-style-type: none"> <li>Value proposition clearly presented and kept up to date</li> <li>Benchmarking against other professional bodies</li> </ul>
<ul style="list-style-type: none"> <li>Ensure membership value proposition is clearly communicated and understood and ensure all collateral is up to date and consistent.</li> </ul>	<ul style="list-style-type: none"> <li>Website pages and brochures are clear and up to date</li> </ul>
<ul style="list-style-type: none"> <li>Keep abreast of best practice in membership recruitment and retention and the external environment.</li> </ul>	<ul style="list-style-type: none"> <li>Attend relevant external conferences and events</li> <li>Build a strong network of industry peers</li> </ul>
<ul style="list-style-type: none"> <li>Continuously review and improve the member experience at different points in the life cycle.</li> </ul>	<ul style="list-style-type: none"> <li>Continuous improvement in place</li> </ul>
<ul style="list-style-type: none"> <li>Support marketing team on member segmentation, persona development and targeting with automated messaging at appropriate stages in the membership life cycle.</li> </ul>	<ul style="list-style-type: none"> <li>Member journey mapped and communicated</li> <li>Customised and personalised messaging in place throughout member journey</li> </ul>
<ul style="list-style-type: none"> <li>Plan, organize and deliver member engagement events such as Fellows Forum events</li> </ul>	<ul style="list-style-type: none"> <li>Fellows forum events published</li> </ul>

## Person Specification – Membership Development Manager

Attribute	Description	Essential / desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>Educated to degree level or equivalent</li> </ul>	<ul style="list-style-type: none"> <li>Essential</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>Experience in membership recruitment and retention activity</li> <li>Experience of professional organisations</li> <li>Experience of the training, educational or academic sector</li> </ul>	<ul style="list-style-type: none"> <li>Essential</li> <li>Desirable</li> <li>Desirable</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>Business and financial acumen</li> <li>Commercial awareness</li> <li>Good understanding of project management</li> </ul>	<ul style="list-style-type: none"> <li>Essential</li> <li>Essential</li> <li>Desirable</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>Excellent relationship management skills</li> <li>Excellent communication skills, both written and oral</li> <li>Excellent PC skills including Word, Excel, PowerPoint and CRM tools</li> <li>Ability to analyse data</li> </ul>	<ul style="list-style-type: none"> <li>All Essential</li> </ul>
<b>Behaviour / competency</b>	<ul style="list-style-type: none"> <li>Adaptability</li> <li>Customer focus</li> <li>Ability to work cross functionally</li> <li>Problem solving and ownership</li> <li>Creativity and innovative thinking</li> <li>Planning and organising</li> <li>Resilience</li> <li>Initiative and proactivity</li> <li>Interpersonal skills</li> <li>Results driven</li> <li>Sense of urgency</li> <li>Collaborative, and ability to identify and use the strengths of others to meet objectives</li> </ul>	<ul style="list-style-type: none"> <li>All Essential</li> </ul>