

# **Membership Engagement & Communications Officer**

**Full time (37 hours per week)**

**1 year fixed term contract**

**Hybrid working (Winchester office/home working)**

**Salary scale: £24,297.74 – 27,347.17 per annum**

**Excellent Terms and Conditions**

**Closing date: Thursday, 25 November, 9am**

**Interviews: Monday 6/Tuesday 7 December**

**Reporting to:** Head of Charitable Services

## **Job Purpose:**

This is a new position in our busy team. Your role will be to lead our revised membership offer, acting as the main point of contact for members, identifying new members and co-ordinating inputs from across the team in order to deliver member benefits. You will also provide supplementary communications support across the organisation, adding to our in-house communications capacity.

We're looking for an outgoing communicator who is excited to support voluntary, community and social enterprise (VCSE) organisations across the county. You'll need to be highly organised and enjoy working collaboratively, be self-motivated and able to demonstrate Action Hampshire's values. You'll have a diverse skillset, including communications (social media, newsletters, events, websites, etc), membership engagement (including current and prospective members), project management and teamwork. You'll understand the needs of VCSE organisations and how best to meet them.

## **Key functions and responsibilities:**

- To lead Action Hampshire's revitalised membership offer, including engagement with members, development and delivery of member benefits, implementing processes that maintain high levels of satisfaction
  - contributing to strategic thinking discussions
  - leading on communications-related member benefits (such as a member-only newsletter and events series)
  - developing communications materials to advertise the membership offer
  - engaging with member organisations to celebrate and promote their work
- To generate new membership leads and grow our membership numbers, based on targets in a membership growth strategy
- To support the entire team to understand and promote our membership offer
- To take a leading role in developing our Salesforce CRM, identifying ways to strengthen our understanding and engagement with VCSE organisations, maintaining

detailed contact records and acting as an internal champion for Salesforce within the organisation

- To manage a part-time Membership Assistant (a Kickstart role, currently in recruitment), providing appropriate support and guidance, prioritising and delegating work appropriately
- To support the production and management of high quality, engaging and informative content for the Action Hampshire website, newsletter and social media platforms
- To support the implementation of our communications plan, identifying opportunities to strengthen Action Hampshire's brand awareness, reach and presence
- To deputise for our Senior Communications Officer during periods of leave
- To support project-specific communications plans across Action Hampshire, working collaboratively with project leads
- To work collaboratively with colleagues across the organisation, acting as internal champion of our membership offer, CRM and communications activities
- To follow relevant systems and processes, and use appropriate tools (including Salesforce and ClickUp) to ensure quality control across Action Hampshire's communications
- To support the implementation of our efforts to improve the reach and effectiveness of Action Hampshire's communications by setting and working to (reasonable) targets & benchmarks, and aligning activities in order to meet/ targets
- To protect the organisation's value by keeping commercially sensitive information confidential, in accordance with company Privacy policy.
- To positively promote our work in a professional manner, consistent with our core values, whilst seeking to inspire confidence in the quality of Action Hampshire products during every interaction with staff, members, stakeholders, supply chain partners and funders.

This job description is indicative of the range of current duties and responsibilities for the post, it is not comprehensive and will be reviewed on a regular basis. It is inevitable that the duties will change to reflect organisational change and it is essential therefore that it is regarded with a degree of flexibility, so that changing needs and circumstances can be met. All changes will be discussed with the post holder.

## **Person Specification**

### **Essential skills and experience**

- Experience with member and/or customer engagement
- Excellent understanding of online communications, including email marketing and audience segmentation
- Experience carrying out wide range of communications activities (newsletters, social media, etc)
- Excellent communication and interpersonal skills
- Excellent writing skills, and the ability to summarise information in clear, web-friendly, non-specialist language
- Ability to developing positive relationships with wide range of internal and external stakeholders

- Experience setting and monitoring KPIs
- Strong attention to detail
- Ability to prioritise tasks, organise own time, but also to take direction, be flexible and work to deadlines and targets.
- Confidence with digital tools and processes, ability to learn new software and systems quickly
- Excellent organisational and prioritisation skills
- Creative thinking and problem solving skills; ability to suggest ways that processes could be streamlined and improved to enhance the member experience
- Proactive and positive approach to overcoming obstacles

**Desirable**

- Undergraduate degree or equivalent experience (in communications, membership engagement, problem solving and project management)
- Knowledge and experience of using Salesforce CRM system
- Sales experience
- Experience championing systems and processes within teams
- Line management experience