job description: Membership officer – SALES & PROMOTION

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| **Job Title:** | Membership Officer – Sales & Promotion |
| **Responsible To:** | Development Officer - Clubs and Regions |
| **Type of Contract:** | Full time |
| **Hours of Work:** | 40 hrs per week, flexible and remote working considered. Occasional evenings required. |
| **Salary:** | Salary band £20,000-£25,000 |
| **Location:** | Head Office, Chiswick, London |

# introduction

British Fencing (BF) is the National Governing Body for the Olympic sport of fencing.

**Vision –** “A strong, successful and sustainable Fencing Community”

**Mission –** “To inspire and enable people to start, stay and succeed in fencing”

British Fencing Objectives:

* A pathway to International success
* A stronger, empowered, diverse and inclusive community of 30,000 fencers, volunteers, coaches and supporters
* Accessible inclusive swordplay opportunities delivered via partnership programmes
* A sustainable future supported by high quality governance and infrastructure that is financially resilient
* Maximise the wider benefits of fencing and the positive impact it can have on people’s lives

## Job Purpose

Reporting to the Development Officer – Clubs and Regions, the Membership Officer will be responsible for the promotion, monitoring and enhancement of BF’s individual and club membership offers to attract new members.

This role will contribute to the BF strategic objective 2 – a stronger, empowered, diverse and inclusive community of 30,000 fencers, volunteers, coaches and supporters.

# Job Summary

The Membership Officer is responsible for:

* Promoting BF’s individual membership products to grow the membership, with a focus on paid memberships.
* Identifying opportunities to improve new membership offers which better meet the needs of a growing, diverse community.
* Planning and delivering improvements to the online new membership sign-up process.
* Supporting the wider BF team in developing and delivering initiatives related to membership promotion and offers.
* Updating, improving and expanding on membership content for new members via BF’s outward facing media, including the website, social platforms and utilising partners’ offers to engage new BF members further.

# Key Duties

## membership promotion

* Promote BF’s membership offerings ensuring that all options are clearly defined and help members find the best route for their individual experience.
* Work with BF affiliated clubs to ensure that they have the information needed to promote BF membership to their members.
* Work with BF colleagues to ensure the needs and pathways of new members are integrated and understood across all relevant work areas in BF, including:
  + Club & Regional Development
  + Events
  + University sector
  + Licenced Partners Programmes
* Work with BF Media and Communication Manager to establish and increase membership communications to ensure promotion to the wider community.
* Build the pipeline of (free) introductory membership and working with the relevant stakeholders (clubs, licensed partners) support and manage the conversion to membership sales.

## SUPPORTING Duties

* Support the wider community through communications and BF’s calendar of virtual Community Discussion Events.
* Support work with key stakeholders such as Sport80 and Playwaze to ensure that BF members are receiving the best customer service.
* Operate as a member of the Projects and Programmes Team delivering against the aims and objectives of the membership programme.
* Proactively contributing to enhancing our systems, process and membership offers.

## General Duties

* Demonstrate and uphold the BF Core Values of Honesty, Respect and Excellence.
* Manage and deliver against agreed workplans.
* Monitor, evaluate and measure success of the workplan deliverables.
* Timely and effective reporting, escalation of issues.
* Collate and provide necessary data for quarterly review documents for department leads.
* Work within the assigned budget and finances in accordance with BF policies and procedures.
* Liaise with the Finance Department to support budget management processes and activities.
* Communicate to the fencing community by keeping relevant areas of the BF website up to date and posting regular updates.
* Support wider team members with projects and programmes where relevant.
* Other duties as and when required.

# Person specification

## Qualifications

* 2-3 years of related experience **or** educated to degree level in a related field.

## Experience

* Promoting and communicating with (existing or potential) customers to achieve measurable outcomes.
* Planning and delivering improvements to membership/customer products and services.
* Co-ordination and management multiple projects simultaneously to success, developing innovative ideas and putting them into practice.
* Track record of developing positive & productive working partnerships.

## Knowledge

* Basic knowledge and understanding of the requirements of a membership structure to support a diverse community.

## Skills and Abilities

* Excellent and inclusive written and verbal communication skills - understanding the need for clarity being adaptable with communication to suit varying audience needs.
* Competent in the use of Microsoft Office with a confident and independent approach to learning new systems.
* Able to work independently, remotely if required, as well as being part of a team.
* Understanding and commitment to diversity, inclusion and equal opportunities.
* A commitment to excellent administrative basics, responding to emails, keeping diaries up to date, escalating issues and risks, working collaboratively with the team and keeping line managers/programme managers up to date with activities and progress.
* Ability to project manage – plan and work towards target and objectives within agreed timescales, prioritising workload to meet deadlines.

## Personal Disposition

* Strong desire to excel at whatever task is at hand, seeking to achieve high levels of professionalism and quality standards.
* Ability to maintain a positive outlook.
* A passion for growing a community.
* Enjoy working with people.
* Personal integrity and the ability to invoke trust and respect from others.
* Personal commitment to continuous professional development.

Person Specification: MEMBERSHIP OFFICER – SALES and promotion

Please highlight how you meet the person specification by completing the table below.

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| **Skills and Abilities** | **Evidence** |
| Excellent and inclusive written and verbal communication skills - understanding the need for clarity being adaptable with communication to suit varying audience needs. |  |
| Competent in the use of Microsoft Office with a confident and independent approach to learning new systems. |  |
| Able to work independently, remotely if required, as well as being part of a team. |  |
| Understanding and commitment to diversity, inclusion and equal opportunities. |  |
| A commitment to excellent administrative basics, responding to emails, keeping diaries up to date, escalating issues and risks, working collaboratively with the team and keeping line managers/programme managers up to date with activities and progress. |  |
| Ability to project manage – plan and work towards target and objectives within agreed timescales, prioritising workload to meet deadlines. |  |
| **Knowledge** | |
| Basic knowledge and understanding of the requirements of a membership structure to support a diverse community. |  |
| **Proven Experience** | |
| Promoting and communicating with (existing or potential) customers to achieve measurable outcomes. |  |
| Planning and delivering improvements to membership/customer products and services. |  |
| Co-ordination and management multiple projects simultaneously to success, developing innovative ideas and putting them into practice. |  |
| Track record of developing positive & productive working partnerships. |  |
| **Personal Disposition** | |
| Strong desire to excel at whatever task is at hand, seeking to achieve high levels of professionalism and quality standards |  |
| Ability to maintain a positive outlook. |  |
| A passion for growing a community. |  |
| Enjoy working with people. |  |
| Personal integrity and the ability to invoke trust and respect from others |  |
| Personal commitment to continuous professional development |  |