



# Membership Experience Manager

## Job Description and Person Specification

### Purpose of the role

*The Membership Experience Manager will lead the Green Party of England & Wales' (GPEWS) efforts to improve membership experience and attract new members to join. They will have responsibility for developing and acting on insights into the supporter-member journey to improve membership engagement, and retention, and generate effective membership activity at all levels of the Party.*

*The post-holder will be an ambassador for good membership practice at all levels of the Party and able to secure enthusiastic buy-in from paid staff and volunteers to membership development initiatives. They will be intensely curious about what works, open to new ideas and experimentation, and a very strong team worker.*

*The MEM will have overall responsibility for internal communications with members and supporters, and for oversight of the development and content of the members' website.*

**Salary:** £33,433 – 37,651 (points 25-31 on GPEW National Pay Scale)

**Hours:** Full time – 35 hours per week

**Job type:** Permanent

**Location:** Green Party Head Office, London

**Line manager:** Chief Executive

**Line management responsibilities:** Membership Resources & Engagement Officer  
Membership Retention Assistant

**Key relationships:** Digital Manager, Fundraising Manager, Head of Communications, and Training and Development Manager; Local Party Support, External and Internal Communications Coordinators on the Green Party Executive (GPEX); Field Officers; Local and Regional Party Membership Officers; staff management group

### Application process:

Applications to be submitted by **12:00pm on Friday 18 May 2018** and interviews to be held the week commencing Monday 21 May. Please email your completed application form (found on [www.greenparty.org.uk/jobs](http://www.greenparty.org.uk/jobs)) to [recruitment@greenparty.org.uk](mailto:recruitment@greenparty.org.uk)



## Principal Roles and Responsibilities

### Membership data and segmentation

1. Developing, through data (internal and external sources), analysis and surveys, insights on member and supporter recruitment patterns, trends and influences
2. Using insights from analysis and surveys to segment members and supporters and target membership initiatives, campaigns communications and resources, to improve the membership experience and increase the effectiveness of recruitment activity.

### Internal communications

3. Exercising oversight of all internal communications with members and supporters, setting standards of best practice in those communications and working with staff and party officers to improve the quality and relevance of member-supporter communications
4. Planning, delivering and reviewing internal communications that engage and inspire members and supporters and make a strong contribution to membership recruitment and retention activity.
5. Ensuring that more innovative and experimental use is made of digital and social media tools and techniques in all aspects of membership and supporter communication.

### Membership renewal

6. Ensuring that effective systems and processes are in place for:
  - a. Communications' with members at critical points in the membership cycle, e.g. before entering "Grace", at various points in the Grace period, etc.
  - b. Making renewal of membership as streamlined as possible
7. Ensuring that communications with members in Grace are informed by an understanding of their membership journey and are as targeted as possible at specific groups of interest or type of member.

### Membership recruitment

8. Leading in the development and implementation of membership recruitment campaigns, bringing best practice from other successful membership organisations to the recruitment task
9. Leading the membership team in applying new tools, especially digital and social media, to support of the supporters' to members journey, and in making the most of opportunities provided by leadership media appearances to recruit new members
10. Developing recruitment campaigns targeted at young people and at marginalised groups in the community who are underrepresented in Party membership

### Supporting party officers

11. Working with other departments on strategies and activities to improve member experience and engagement with Party activity at all levels
12. Leading the work of colleagues in developing an extensive and attractive range of materials to support local parties in making the membership experience an engaging and enjoyable one



13. Working with colleagues to develop and apply appropriate digital democracy tools to involve members more extensively in providing regular input into the Party's campaigns, political strategies and messaging

## Membership administration

14. Working with colleagues to ensure that:

- a. The membership on-boarding process provides a positive initial experience of membership and signposts members to activities and contacts of most interest to each new member
- b. All new members receive welcome e-mails and membership packs promptly on joining
- c. Local party membership officers are equipped with resources to engage quickly and effectively with new members

15. Ensuring that systems and procedures are in place for the membership team to deal with enquiries from members, supporters and the general public about membership administration and options

## Members' website

16. Ensuring with others that resources on the members' website for local parties, membership officers and ordinary members are relevant, accessible and up-to-date

17. Working with others to make improvements in the design and members' experience of the members' website.

## Other duties

18. Supporting the administration of efficient and effective annual elections for members of the Party executive and bi-annual elections for the Party leadership

19. Ensuring that the membership team provides appropriate support for the Party's annual local election campaigns and for General Election campaigns

20. Ensuring that the membership team provides appropriate support for fundraising campaigns and activities targeted at Party members and supporters

21. Engaging with academic researchers into membership in order to deepen the Party's understanding of emerging ideas for membership experience

22. Ensuring that the membership team has and meets a set of high service standards regarding enquiries from existing and potential members and from local party membership officers, including making it easier for local party membership officers to communicate directly with the membership team

23. Ensuring that the membership team develops plans to make more effective use of regular and occasional volunteers, and that volunteers are supported and given a rewarding experience



## Person Specification

Attribute		Essential/desirable
<b>Experience</b>	Experience of membership recruitment, retention and engagement in a significant membership organisation	Desirable
	Experience in using a wide range of tools and channels to develop the member experience and supporter to member journey	Essential
	Experience of using CRM tools effectively to communicate with and to segment members	Essential
	Experience communicating across a complex membership organisation	Essential
<b>Skills/abilities</b>	Data analysis & segmentation skills	Essential
	Excellent communication skills, ability to persuade and get buy-in	Essential
	Strong copywriting skills	Desirable
	Understanding of digital communication tools & channels	Essential
	Excellent line management & relationship building skills	Essential
	Ability to convene and support groups of employees and volunteers	Essential
<b>Knowledge</b>	Best practice in the development of a positive member/support experience	Essential
	Understanding of Green Party organisation at local, regional and national level	Desirable
	Familiarity with relevant campaigns issues and organisations	Desirable
<b>Personal attitudes</b>	Passion for delivering a rewarding membership experience	Essential
	Strong identification with the Green Party, its aims and values	Essential
	Commitment to an excellent customer experience	Desirable



	Creative & innovative – willingness to experiment & iterate learnings	Essential
	Intensely curious to know more about and understand the supporter-member journey & experience	Essential
<b>Personal circumstances</b>	Eligible to work in the UK	Essential
	Able and willing to work occasional unsocial hours and outside of normal office hours as required	Essential
	Not a member of another UK political party	Essential
<b>Equality</b>	Committed fully to the principle of Equal Opportunities for all in line with Green Party policies	Essential



## General points applicable to all Green Party of England and Wales jobs:

1. The Green Party strives to be an Equal Opportunities employer and requires its employees to carry out their work in accordance with its policies on equality of opportunity in relation to employees and volunteers, in promotion of the party's policies and access to the Party's services.
2. Green Party staff are required to abide by any policies in place to ensure, for example, health and safety at work, data protection, etc.
3. Green Party staff may be required to attend Green Party Executive (GPEx) and other meetings and conferences, so long as at least two weeks' notice is given and this does not conflict with leave already agreed. These meetings may take place out of office hours, in which case time off in lieu will be awarded.
4. The Green Party has a democratic structure with annual elections. Employees need to be aware that the organisational priorities which determine their work priorities are decisions of the Executive and may be subject to change as an Executive changes.
5. Green Party staff are assigned goals, work plans, guidelines and priorities by their line managers as part of the annual planning and review system, but are expected to show initiative within this framework in managing their workload to meet the overall goals of the party in line with the organisational plan.
6. Green Party staff are required to request authorisation for any major overtime from their line manager before undertaking any such work and to use an online system to manage their leave and TOIL in conjunction with their line manager.
7. Green Party staff may, from time to time, be required to provide written or oral reports to the Executive.
8. Green Party staff should be open to developmental needs which may arise and work with their line manager to address these needs through training or other routes.
9. Green Party staff are expected to identify and make recommendations to their manager on improving the systems within the office.
10. Green Party staff are expected to participate fully in the Party's teamwork ethos, attend staff meetings, share team duties and responsibilities and develop their work in co-operation with other colleagues.
11. Green Party staff are expected to promote and develop the role of volunteer staff within their area of responsibility in liaison with the HR & Office Manager and in accordance with the current policy on the management of volunteers.
12. Whilst every endeavour has been made to outline all the duties and responsibilities of the post, a document such as this does not permit every item to be specified in detail. Broad headings may therefore have been used, in which case all the usual associated routines and duties are naturally included in the job description. Green Party staff are expected to undertake any other reasonable tasks as requested by the Executive via their Head of Department, CEO or relevant GPEx Co-ordinator.
13. This job description may be periodically reviewed in consultation with the post holder.



**Green Party**