

## **Job Description**

# **Membership Development Officer**

**Job Title:** Membership Manager

**Department:** Newark & Sherwood

**Responsible to:** TBC

**Location:** YMCA Newark & Sherwood, Community & Activity Village (CAV), Lord Hawke Way, Newark-on-Trent, NG24 4FH

**Hours:** 37.5 per week

**Salary:** £27,000 + Bonus (Circa £34k OTE)

### **Job Purpose**

- Lead on and take ownership of the overall operation, coordination, implementation, promotion, and delivery of all aspects of YMCA Newark & Sherwood CAV membership development.
- Taking a business development focus and leading on utilisation and income targets for YMCA Newark & Sherwood membership programmes, indoor facility hire and room rental.
- Be responsible for managing all aspects of YMCA Newark & Sherwood CAV membership programmes; the scope of responsibilities includes, but is not limited to, development and implementation of member retention plans, campaigns and strategies to increase member retention, member satisfaction and development.
- Be responsible for maximising facility hire opportunities; liaising with partners and community groups to increase utilisation and indoor facility income.
- Support the development of an organisational culture that puts our Christian Core Values - Caring, Honesty, Respect and Responsibility - at the centre of all we do.

### **Principal Responsibilities**

1. Drive forward the membership growth, promoting YMCA Newark & Sherwood CAV to prospective members, including corporate clients.
2. Leading on membership sales, formulating and implementing a sales plan.
3. Agreeing and achieving YMCA Newark & Sherwood indoor facility hire and room rental sales targets.
4. Developing and delivering a membership engagement strategy to provide high quality products and services to members; regularly reviewing to include membership targets, categories and suitable benefits.
5. Develop and deliver a plan to engage with prospective new members; consider and make proposals on new member categories.
6. Leading on business development partnerships for the future of YMCA Newark & Sherwood by regularly developing opportunities to widen our membership market within the local community.
7. Organising regular member events in conjunction with the Hospitality Team.



8. Promoting YMCA Newark & Sherwood dry hire and room rental offer to members in conjunction with the Hospitality Team.
9. Producing, analysing and presenting data on utilisation, membership information, identifying trends and opportunities for growth.
10. Holding responsibility for the financial income targets for YMCA Newark & Sherwood CAV memberships, tracking incomes and forecasting future income.
11. Tracking membership growth trends, lifetime value and average length of stay.
12. Implementing and tracking the effectiveness of the member journey.
13. Strategically growing membership revenues, creating target market strategies and measuring member satisfaction.
14. Supporting, reviewing and promoting YMCA Newark & Sherwood long term leases arrangements to corporate clients.
15. Conduct and monitor facility tours to promote the Community & Activity Village to prospective members.
16. Develop and implement marketing strategies to recruit, retain and recapture members with support from the Marketing Team.
17. Providing cover for other departments where required.
18. Be the first point of contact for members where required, working with the Reception Team to provide a high-quality customer service.

### **Responsibilities of all YMCA staff, casual workers and managers**

#### **1 Ambassador for the YMCA**

To act as an advocate and ambassador of the YMCA; promoting and exemplifying the YMCA's core values, mission, vision, and ethos and to positively and proactively protect the YMCA's reputation.

#### **2 Other duties**

To undertake any other duties and responsibilities as may be assigned by your Line Manager or anyone else designated by the Chief Executive Officer, as necessary. To work in a flexible way to ensure that workload is completed and to undertake any other jobs commensurate with the seniority of the post.

#### **3 Discretion to act**

To exercise discretion in the performance of the duties of the post, to use best practice and to ensure the effective and efficient use of resources.

Nothing in this Job Description is intended to authorise the post-holder to undertake responsibilities that belong properly to trustees and members of the Executive Management Team unless properly authorised to do so by the Chief Executive Officer directly or through an appropriate manager.

#### **4 Relationships and confidentiality**

To establish, maintain and enhance team-working with colleagues and staff of Nottinghamshire YMCA and to keep confidential all information about individuals and the business of Nottinghamshire YMCA. Any breach of confidentiality will be treated seriously and may lead to dismissal.



**5 Association ethos**

To support the Christian ethos and core values of the Association. The Association is committed to equality of opportunity and expects all staff and casual workers to abide by our Equality and Diversity Policy.

**6 Health and Safety**

To adhere to the Association's Health and Safety policies.

**Line Management Responsibility:**

No direct line management, informal supervision of casual workers, apprentices, work experience placements and volunteers may be required.



**PERSON SPECIFICATION**

Please ensure that you address all the requirements marked with an "A" in the final column as we will be looking for this information when Shortlisting. Please note relevant qualifications will be checked at interview.

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Area	Criteria	How Assessed*
Experience	1.1 Extensive experience of direct membership sales and marketing, undertaking facility tours, membership retention and sales.	A, I
	1.2 Experience of working and engaging with community and corporate groups.	A, I
	1.3 Experience of implementing record keeping and monitoring and evaluating systems.	A, I
	1.4 Experience of creating and working to agreed financial targets.	A, I
	1.5 Experience of creating and leading engagement strategies.	A, I
	1.6 Experience of working collaboratively and building partner relationships.	A, I
	1.7 Experience of working in a corporate membership sales environment.	A, I
	1.8 Project Management or Events Management experience.	A, I
Knowledge	2.1 Excellent levels of numeracy, literacy and IT skills	A, T
	2.2 Knowledge of membership systems and platforms.	A, I
	2.3 Knowledge of marketing (Desirable)	A, I
Education/ Training / Qualifications	3.1 Project Management Qualification (Desirable)	



Skills & Abilities	4.1 Ability to analyse market trends.	A, I
	4.2 Ability to interpret and analyse data, identifying trends.	A, I
	4.3 Ability to prepare and present presentations.	A, I
	4.4 Ability to engage confidently and professionally with members of the public and corporate clients.	A, I
	4.5 Ability to conduct thorough market analysis.	A, I
	4.6 Ability to gain 'buy in' from external partners.	A, I
	4.7 Ability to attend and present to the community and external events.	A, I
Other work related requirements	5.1 Ability to support the Christian core values of the Association	A
	5.2 Willingness to undergo a satisfactory enhanced DBS check and to register with the DBS Update Service <u>OR</u> hold a satisfactory enhanced DBS check for the correct workforce <u>plus</u> existing registration for the DBS Update Service	A
	5.3 Ability to understand the needs of people from diverse cultural, social and racial backgrounds	A, I

\*When Assessed – (A) on Application form, (I) At Interview, (T) During Test

(D) From Documentary evidence e.g. references, qualifications (relevant qualifications will be checked at the interview stage), driving license etc

YMCA Newark & Sherwood is committed to promoting diversity and practicing equality of opportunity

YMCA Newark & Sherwood is committed to the protection of children and adults at risk

