



## Membership Manager (UK based)

### Overview of The Union:

The International Union Against Tuberculosis and Lung Disease (The Union) was founded in 1920 by its members and is the world's first global health member organisation. Together with our members we are a global leader in ending tuberculosis (TB), we fight the tobacco industry, and we solve key problems in treating major diseases. We use science to design the best treatments and policies for the most pressing public health challenges affecting people living in poverty around the world. The Union's members, staff and consultants operate in more than 150 countries and embody our core values of accountability, independence, quality and solidarity. For more information about The Union visit <https://theunion.org>

### Vacancy:

The Union is seeking a Membership Manager to support the ongoing development and delivery of The Union's Membership. Deliver the member communications and drive member management and technical administration. This is a full-time position based in the UK, working remotely. Salary range: £30-£35 K gross per annum depending on experience.

### Main Responsibilities:

- Manage all aspects of the new members' application process ensuring that new members receive a prompt and high quality service.
- Monitor membership feedback, comments and suggestions to ensure continuous improvement and growth.
- Regularly review membership workflow and internal processes and make recommendations for improvement.
- Segmentation of data and management of administrative processes.
- Lead on customer service and membership calls to attract and retain members.
- Monitor and evaluate and update member services and benefits.
- Ensure detailed analysis of membership profiles are available.
- Develop and manage a process to manage member enquiries; ensure that information for members and enquirers is consistent, robust, properly researched and up-to-date.
- Ensure that membership communications are accurate, timely and follow The Union's brand guidelines.
- Provide accurate management information and statistics to the Membership Director to support the reporting to the senior management team, membership committee and The Board.
- Support member communications channels drafting copy and messaging for campaigns including renewals and attraction. Ensuring relevant and timely copy is drafted

- Manage and update Union website to promote and maintain membership
- Manage and update the member only website to ensure relevant and timely
- Manage mailchimp and social media channels relating to membership attraction and retention.
- Contribute to the member newsletter
- Gather good practice case studies across all membership for marketing and communication use.
- Work closely with Membership Director to develop and monitor trends in membership and ensure all processes are up to date

<b>Person Specification for Membership Manager</b>	<b>Essential / Desirable</b>	<b>Application Form (A) / Interview (I)</b>
<b>Qualifications/Knowledge</b>		
Strong understanding of membership environment with a demonstrable track record	Essential	A/I
Knowledge and understanding of recruitment and retention strategies for membership schemes with a demonstrable track record	Essential	A/I
Knowledge and understanding of Public Health sector	Desirable	A
Educated to Degree standard	Desirable	A
<b>Experience</b>		
Demonstrable experience of delivering a highly effective membership scheme attracting new members and retaining current	Essential	A/I
Demonstrable experience of sustaining increasing membership figures revenue and numbers	Essential	A/I
Experience of delivering membership relationship management programmes	Essential	A/I
Experience of analysing member behaviours to forecast future renewal patterns in order to inform financial planning	Essential	A/I
Experience of analysing CRM systems and data to identify current and future trends and support service and business growth	Essential	A/I
Experience in developing and delivering solid membership engagement programmes	Essential	A/I
Delivering digital communications programmes to members and driving digital campaigns	Essential	A/I
Demonstrable experience of managing membership administration and processes including renewals, joining, leavers, data segmentation	Essential	A/I
Understanding and management of global memberships	Desirable	A

<b>Skills and Abilities</b>		
Excellent customer service delivery skills	Essential	A/I
Excellent verbal and written communication skills, membership engagement skills and the ability to liaise and present confidently at all levels	Essential	A/I
Flexibility and ability to work on own initiative and under pressure	Essential	A/I
Team management	Desirable	A/I
Ability to speak other languages (French, Spanish)	Desirable	A
Use of Office 365 or similar	Essential	A
Experience of Mailchimp, Word Press and hootsuite or similar	Essential	A

### **How to Apply:**

Please send your CV to [hr@theunion.org](mailto:hr@theunion.org) and a cover letter (no more than 2 sides of A4) in English, describing how you meet the person specification and criteria of the role. Include your current salary. Please state "Membership Manager" in the subject line of your email.

This position will be open until a candidate has been selected for the post. Only shortlisted candidates will be contacted.