



The Liberal Democrats

Membership Development Manager

Salary: £26,000-£28,000pa (depending on experience)

Benefits: Training + 8% employer's pension contribution

The Liberal Democrats have increased their membership continuously since 2013. In 2015, more than 20,000 new members joined the Party. In this exciting new role you'll work across the organisation to continue that trend and also take on the new challenge of expanding the Party's member and supporter base.

This is a varied role that requires a range of skills. You'll be an excellent written and verbal communicator and be confident drawing conclusions from campaign analytics. You'll probably have experience working with or in a membership organisation, you'll definitely have experience of running high quality communications programmes across a range of channels (including digital). An important part of this role involves working with a variety of stakeholders across the Party.

We'll provide you with best tools (Salesforce, NationBuilder and NGP VAN), you'll provide the creativity and energy to drive the growth our membership to the next level.

For questions and further details please contact HR:

Rehan Shafiq on 020 7227 1280 or at rehan.shafiq@libdems.org.uk

Please note that candidates who have applied in the first round, will still have their applications considered and do not need to re-apply.

Closing date: Monday 12.00 noon 4th April 2016

Membership Development Manager

JOB SPECIFICATION

Job Title:	Membership Development Manager
Responsible to:	Head of Membership
Salary:	£26,000-£28,000pa (depending on experience)
Benefits:	Training + 8% employer's pension contribution
Location:	LDHQ, Westminster, or remote working for the right candidate, subject to agreement.

Purpose of job

The successful candidate in this position works with local parties, regional parties, and other party bodies across the United Kingdom to grow and empower the party's membership. As a key part of the team, you'll help to drive membership activity and ensure members are recruited, engaged and retained.

Key Responsibilities

1. Pursue key quarterly team targets for recruiting, engaging and retaining members.
2. Produce resources, guides and training for party volunteers including local party officers and campaigners to grow membership locally and nationally.
3. Research, collate and produce best practice from inside the organisation and from other membership organisations to support local Party membership.
4. Work with other team members to deliver an excellent membership experience through a planned programme of high quality communications, engagement activities and opportunities for development.
5. Oversee a programme of high quality, engaging membership communications with active feedback and monitoring for party volunteers including local party officers and campaigners.

6. Undertake membership administration activities, including database maintenance and reporting, and perform analysis of CRM data to inform and improve strategies.
7. Be an advocate and voice of membership development across the organisation, championing opportunities to grow and develop members through all party activities and projects.
8. Play a pro-active role to encourage diversity through recruitment, engagement and retention activities.
9. Act as the first port of call for dealing with membership queries such as those raised by local party officers and campaigners.
10. Undertake other tasks as specified by the line manager.

PERSON SPECIFICATION

You are an enthusiastic and motivated candidate, ideally with experience of delivering membership and supporter recruitment and retention activity.

Essential Skills and Experience

1. Strong verbal and written interpersonal and communications skills.
2. Experience of designing and executing membership or supporter recruitment and retention programmes across different channels.
3. Self-starter with an ability to effectively organise workload, time and resources across multiple projects.
4. Quick to pick up new technology and software, ideally with experience of managing data or using CRM systems.
5. An effective team worker with attention to detail.

Desirable Skills and Experience

1. Experience working for a membership-based organisation.
2. Customer support experience, developed in public-facing roles.

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3. Sympathy with the aims and objectives of the Liberal Democrats.
4. Experience of data analysis and reporting an advantage.
5. Political experience an advantage but not a requirement.