

Membership Engagement Manager

Job details	
Directorate:	Membership and External Affairs
Department:	Membership Experience
Team:	Membership Engagement and Services
Grade:	Specialist B
Reports to:	Membership Engagement Lead
Line management responsibilities:	No
Location:	London

Role overview

Responsible for developing (in collaboration with internal and external stakeholders) and coordinating the delivery of a coordinated, compelling and tailored membership services and engagement programme that delivers increased awareness and satisfaction with the member offer. This role is also responsible for identifying and developing optimal member experiences and journeys for Law Society products & services

Core duties of the role:

The post holder will:

- Own and develop one coordinated membership services and engagement programme of work that is tailored to key membership groups and delivers against the membership engagement strategy
- Develop and maintain a good understanding of key issues impacting the profession by engaging with members and colleagues across the business. Promote awareness of specific member issues within the Law

Society utilising these to develop the member offer and engagement plans

- Project manage and coordinate the delivery of the planned membership engagement activities
- Work in partnership with the Communications & Content Team and other stakeholders, to develop and articulate the features and benefits of the member offer
- Manage the process for the review and development of the member offer ensuring these are always driven by relevant insight from across the profession. Use member behavioural trends, insights and information to predict, personalise and tailor the member experience to key membership groups
- Engage with the Futures & Insight Team to commission appropriate market research and analysis, to support the development of the member offer and the membership services and engagement programme of work
- Identify resources required to support the development and delivery of the membership services and engagement programme of work and engage internal and external stakeholders to gain commitment through structured planning
- Direct colleagues on the requirements for member offer development and coordinate the settling of targets, metrics and planned resources
- Help drive a member-centric and high performance culture across The Law Society, leading by example through a collaborative, open and transparent working style
- Manage and review monthly/quarterly progress against activity plans, the agreed budgets and non-financial targets
- Manage the process for the review and development of optimal member journeys and experiences, leading colleagues to develop optimal member experiences across all touchpoints and journeys
- Develop and monitor metrics and a process for monitoring and reporting on the effectiveness of the member offer and experience
- Work collaboratively across the organisation to identify elements of the member offer that need to be enhanced, introduced or retired
- Lead on engagement with key relevant internal and external networks and stakeholders
- Advise on and support the development and implementation of a cross-organisation strategy for the segmentation, profiling and use of member data

Skills and attributes:

Criteria (knowledge, skills and attributes)	Assessment stage
Essential: Ability to demonstrate degree-level thinking and strong analytical skills, gained through formal education, professional experience, or other relevant learning.	Application Form
Essential: Significant experience of working in membership services and engagement, with the ability to demonstrate strong impact in this area.	Application Form
Essential: Substantial experience with producing a range of varied high-quality content and engagement programmes including leading the design and delivery of seminars, webinars, short videos, e-newsletters and other written materials and communications to large groups of clients / members.	Application Form
Essential: Proven experience of analysing and improving membership journeys and services	Interview
Essential: Understands and anticipates customer needs to achieve outcomes which benefit both internal and external customers	Interview
Essential: Excellent organisational and time management skills	Interview
Essential: Excellent written and verbal communication skills	Interview
Essential: Ability to think and plan strategically, identifying priorities and aligning engagement activities with organisational goals.	Interview
Essential: Collaborative operating style	Interview
Essential: Experience of developing successful membership engagement campaigns	Interview

Essential: Project management experience	Interview
Essential: Budget management experience	Interview
Essential: Experience of developing and aligning the member offer to target groups	Interview
Essential: Experience of successful project management	Interview
Essential: A passion for analysing and working with membership data to optimize engagement and targeting of information and services	Interview
Essential: Exceptional stakeholder engagement and influencing skills, ability to manage complex and varied stakeholders	Interview
Essential: Experience of developing and implementing member personas	Interview
Desirable: Marketing communications qualification	Application form
Desirable: Track record of delivering commercial success in a membership services environment	Application form
Desirable: Commercial acumen	Interview
Desirable: Understanding/experience of digital transformation	Interview
Desirable: Knowledge of the legal profession	Interview

Organisational chart

