

Membership Engagement Manager (H)

Job purpose:

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

Key Accountabilities:

- 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

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- 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

Knowledge, skills and experience

Essential

- Education: Degree level or equivalent experience
- Significant demonstrable experience working in membership services and engagement
- Proven experience of analysing and improving membership journeys and services
- Understands and anticipates customer needs to achieve outcomes which benefit both internal and external customers
- Experience of developing and aligning the member offer to target groups
- Experience of developing and implementing member personas
- Exceptional stakeholder engagement and influencing skills, ability to manage complex and varied stakeholders
- A passion for analysing and working with membership data to optimize engagement and targeting of information and services
- Experience of successful project management
- Budget management experience
- Project management experience
- Experience of developing successful membership engagement campaigns
- Collaborative operating style
- Strategic grasp
- Excellent written and verbal communication skills
- Excellent organisational and time management skills

Desirable

- Marketing communications qualification
- Track record of delivering commercial success in a membership services environment
- Commercial acumen
- Understanding/experience of digital transformation
- Knowledge of the legal profession

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