

Head of Membership

Job Description

The Head of Membership is responsible for leading on all aspects of membership activity at bbodance. The role is tasked with growing, nurturing and inspiring the bbodance membership nationally and internationally.

The Head of Membership will contribute to driving communications with all stakeholders and target audiences, nationally and internationally, combined with the promotion of existing events and assisting in the development of future events on a national and international basis.

The Head of Membership will be responsible for recruitment, retention and engagement strategies for the membership, focussing on the development and delivery of events, products and services which offer bbodance Teaching and Student Members the support they need from their membership organisation.

Key Responsibilities:

1. Senior Management Committee (SMC)

- a. Active participation in the functioning of the Senior Management Committee (SMC) that advises the CEO
- b. Liaise regularly with the CEO, Artistic Director and key colleagues who will support the role
- c. Establishment of relevant KPIs with reference to the organisational strategy and charitable objectives relating to membership
- d. Production of an annual action plan for the forthcoming 12 months and ensuring SMC are pre warned and actively consider forthcoming events in a timely manner.
- e. Identifying risks and opportunities relating to membership in particular and strategy overall
- f. Provide input for the annual budget preparation and the monitoring and controlling of relevant income and expenditure
- g. Identification of significant risks to the organisation and opportunities on an ongoing basis
- h. Help to facilitate communication with and development of the Australasian branches, working alongside Branch Representatives where appropriate
- i. Contribution to and maintenance of the bbodance year planner
- j. Consideration of new revenue streams that are available to bbodance
- k. Briefing SMC with regular progress reports on applicable areas and updates for the broader team
- l. Represent the organisation appropriately at all times, respecting its rich heritage and ensuring all communication is of a high quality
- m. To undertake any additional responsibilities as required by the CEO

2. Membership

- a. Develop strategy for active liaison with the membership
- b. Ensure the membership offering is current, relevant and as supportive as possible for all members, identifying potential membership benefits that will retain and grow membership.
- c. Develop and maintain systems for membership with a focus on engagement, conversion, retention, renewal and registrant integrity.
- d. Work to develop and manage the membership CRM system and members area of the website.
- e. Manage membership recruitment and pipeline, responding to/directing queries and identifying potential members.
- f. Lead Regional activity including online options for overseas members, fulfilling a regular membership meeting cycle.
- g. Designing and administering surveys and focus groups as necessary
- h. Community management (fostering two-way conversations with audiences/supporters)
- i. Assist in recruitment of students for Teaching Qualification courses
- j.

3. Alumni:

- a. Coordinate and lead on an alumni strategy
- b. Develop events and offerings that engage the alumni

4. Marketing:

- a. Work closely with the Marketing & Business Development Coordinator on communication strategy and marketing campaigns relating to membership and relevant events which improve the profile of the organisation
- b. Ensure the successful promotion of events which benefit the membership
- c. Develop and lead campaigns to boost membership numbers and revenue
- d. Contribute to communications such as e-news, the website and social media
- e. Digital marketing practices including email marketing tools to create, schedule, and tailor campaigns for a variety of people and purposes.)

5. Events:

- a. Oversee a programme of competitions and events to celebrate the membership – working closely with the Events & Participation Manager and Marketing & Business Development Coordinator to ensure these dovetail with existing events and coms
- b. Ensure all membership related events achieve financial aims to ensure a positive contribution to bbodance's reserves in the long term
- c. Source suitable venues for membership events/ regional meetings
- d. Actively seek and consider Trade shows, exhibitions and events where potential new members can be accessed
- e. Actively promote CPD to Teachers, instilling the related values in all communications

6. Regional activity:

- a. Coordination and chairing of regional meetings
- b. Develop a regional strategy to dovetail with Communications, Membership events strategy and consider the role of the regional reps.
- c. Establishment of a network of relevant contacts and "partnerships" and initiatives that support the bbodance's regional development ambitions and financial goals

7. Exams:

- a. Support the Exams team in actively promoting exams
- b. Liaise with the Exams team as appropriate to support Teaching members as necessary

General:

The Head of Membership must have a passion for dance and supporting dance teachers as well as a commitment to working in an extremely dedicated team to support the teachers and students who form the membership of the organisation.

The role requires strong communication skills, honesty, integrity and a 'can do' attitude.

The Head of Membership reports to the CEO who leads the appraisal of this role.

Annual appraisals will consider all aspects of the responsibilities which will include assessment of the contribution to the successful running of the SMC. There is an expectation of good cooperation, a positive and constructive attitude combined with the timely execution of delegated actions.



HEAD OF MEMBERSHIP

PERSON SPECIFICATION

	Essential	Desirable
Education	Undergraduate Degree or equivalent experience	Qualification in dance and/or dance education Further qualification(s) in Business Management, Customer Service or Project Management Evidence of active engagement with personal professional development
Experience	Experience of managing a professional membership with a track record of successful engagement Strong background in membership operations Experience of developing and growing a membership Demonstrable experience of managing and administrating a CRM accurately and efficiently Experience of developing and managing the membership journey for a professional role Experience of contributing to a wider marketing and communications strategy	Experience of working within the private dance sector Experience of working within the dance industry or wider arts sector Experience of working in a sales and business development team Familiarity with registration and professional recognition processes Experience in managing one or more direct reports Events planning and management experience

	<p>Experience of dealing with front line customer service and resolving issues, including complex and confidential ones</p> <p>Proven experience coordinating customer service functions</p> <p>Experience of working with financial records and data</p>	
Knowledge	<p>Knowledge of the private dance school sector and wider dance landscape</p> <p>Knowledge of Safeguarding Children and Vulnerable Adults</p> <p>Excellent knowledge of how to utilise data to establish where the organisation could develop</p> <p>Excellent problem-solving skills and the ability to see more than one way to resolve issues</p>	<p>Deep appreciation of dance and the wider arts sector</p> <p>Awareness of a wide variety of dance genres</p> <p>Awareness and knowledge of GDPR and associated data protection issues</p> <p>First Aid training</p>
Attained skills & abilities	<p>Ability to manage a varied workload</p> <p>Excellent IT skills including proficiency in MS Office suite</p> <p>Outstanding written and verbal communication skills</p> <p>Ability to nurture relationships with colleagues and members remotely as necessary – over phone, video call and via email</p>	<p>Proficient in using bulk communication techniques and software</p>

	<p>Ability to collaborate, cooperate and assist with a range of people in different roles</p> <p>Ability to work independently as well as proactively working within a wider team as necessary</p> <p>Ability to re-evaluate working practice and adjust accordingly as necessary to adapt to different customers and colleagues</p> <p>Ability to consistently and accurately record outcomes with an eye for detail</p> <p>Ability to handle sensitive data and work within GDPR guidelines</p> <p>Resilient, warm, positive, friendly and enthusiastic with a determination to succeed to achieve goals within set deadlines</p>	
<p>Additional requirements</p>	<p>Ability and willingness to work flexibly from home and in the office in Wandsworth as required. The organisation runs a hybrid working policy for employees with 40-60% of working time to be spent in the office. For the initial induction period there is an expectation that this will be almost entirely office based.</p> <p>Ability to travel extensively in the UK.</p> <p>Willingness to work outside of normal office hours occasionally.</p>	