

JOB DESCRIPTION

JOB ROLE: Membership Officer

JOB PURPOSE:

The Membership Officer will act as the first point of contact for the MBA's global community of Members and prospective Members, delivering a professional, responsive and high-quality service. The postholder will coordinate Membership administration and engagement within the Engagement Team, supporting a strong and active Membership community.

The role is responsible for the effective administration of Membership processes, including managing enquiries, applications, renewals and payments and maintaining accurate, compliant records through CRM and payment systems.

Alongside this, the postholder will lead the coordination of the organisation's Bursaries and Awards programme, supporting applicants from application through to award and delivering a positive and engaging experience.

Working collaboratively with colleagues across the organisation, the Membership Officer will support the delivery of effective recruitment and retention strategies to help grow our Membership community. The postholder will play an integral role in strengthening engagement and participation by coordinating communications, events and activities, and using data and insight to improve processes and enhance the Member experience.

ACCOUNTABILITY: Reporting to Fundraising Manager

Essential experience/skills/qualifications:

- Further education or equivalent experience in business administration.
- Experience in a Membership, administrative or customer-focused role.
- Strong track record of delivering exceptional customer service to Members or customers in person, on the phone and across a range of digital applications.
- Strong organisational and planning skills, with the ability to manage multiple priorities and meet deadlines.
- High level of accuracy and attention to detail, particularly in data handling and financial administration, with knowledge of GDPR principles.
- Proven ability using a Customer Relationship Management system (or equivalent) and using a range of software packages including Microsoft Office.
- Strong written and verbal communication skills with the ability to communicate in a clear and meaningful way to a diverse range of audiences.
- Experience managing enquiries and acting as a key point of contact or representative.
- Strong interpersonal and communication skills, with the proven ability to engage effectively with a range of audiences.
- Experience working with targets, monitoring performance and producing reports.
- Experience coordinating projects, events and logistics.
- Ability to work proactively, using initiative in a busy environment with competing deadlines.
- Willingness to work flexibly, including occasional travel and out-of-hours work (Time off in Lieu will be provided).

Desirable experience/skills/qualifications:

- Experience working in a charity, non-profit or Membership organisation.
- Experience working with trustees, committees or volunteers.
- Experience of marketing and communications or using digital communication tools.
- Knowledge of or passion for marine biology or science communication.
- Project Management experience or training.

KEY RESPONSIBILITIES

Membership administration and operations

- Act as the first point of contact for all Membership enquiries, delivering a professional and high-quality Membership experience.
- Process all Membership applications, renewals, payments, cancellations and grade changes accurately and efficiently.
- Ensure prompt and professional handling of enquiries, maintaining accurate records and processing data through our CRM system (Pixl8) and payment systems.
- Maintain and develop the CRM system to ensure sound and compliant financial, administrative and data base management in line with GDPR.
- Manage inbound communications across email, CRM, phone and digital platforms.
- Coordinate the end-to-end administration of our Bursaries and Awards programme, from application through to award distribution, acting as a key point of contact and ensuring efficient processes.
- Identify and escalate database processing issues in a timely manner, e.g. payment issues.
- Support reporting and targeting across Membership activities and KPIs.
- Generate and manage Membership communications, including welcome and renewal materials.
- Support financial administration, including reconciliation and accurate record-keeping.
- Maintain stock levels of resources, equipment and merchandise, including raising purchase orders.

Membership growth and retention

- Support the development and delivery of Membership recruitment and retention campaigns.
- Coordinate accurate Membership data to enable effective and appropriate targeting.
- Develop and implement tools, channels and activities to ensure a smooth Membership sign-up and payment process.
- Act as the first point of contact for current and prospective Members.
- Support effective Member networking and continuous improvement of the Membership offer.
- Analyse Membership trends and feedback to support retention initiatives and improve long-term Member engagement.
- Assist in reviewing Membership structures, fees and benefits with relevant colleagues and committees.

Engagement and community

- Develop and coordinate the delivery of Membership engagement activities and events, including in-person, digital and desk-based engagement such as welcome talks, tours, Member surveys, facilitating webinars and stands at events (including occasional out-of-hours working when required with time off in lieu (TOIL)).
- Build positive relationships across Member categories to support their engagement and satisfaction including participation in governance.
- Ensure a vibrant and engaging online presence for Members across the Community platform, Member areas and web pages.
- Support colleagues with the collation, creation and proofing of engaging and meaningful content such as social media, e-newsletters and The Marine Biologist Magazine.

General

- Build strong working relationships across all teams and functions to support organisational objectives.
- Work closely with the Director of Operations, Fundraising Manager and Executive Assistant to generate and present relevant reports/papers as required (e.g. KPIs, Committee reporting).
- Maintain a proactive approach to learning and enhancing skills and knowledge relevant to the role.
- Act at all times in accordance with MBA Policies, work safely and in line with safe working procedures.
- Undertake ad hoc tasks as required by the Director of Operations or the Fundraising Manager, within the job holders' capabilities.