**JOB DESCRIPTION**

**JOB ROLE:** Membership Services Officer

**JOB HOLDER:** Tba

**JOB PURPOSE:** A key role providing support within the Membership Team, contributing to its strategic aim to develop and grow the MBA Membership

**ACCOUNTABILITY:**

**Essential experience/skills/qualifications:**

* **Experience in email marketing and communications; writing engaging and impactful copy for a range of channels; social media and content management systems**
* **Knowledge of monitoring metrics through using data, statistics, analytics and insight to form and evaluate activities effectively**
* **Administrative experience including the use of a CRM to manage customer data**
* **Excellent organisational skills, methodical approach to planning and attention to detail**
* **Excellent written and proof-reading skills**
* **Ability to use own initiative and prioritise workload and manage own and other conflicting priorities while meeting deadlines**
* **Ability to communicate effectively with both internal and external stakeholders**
* **Excellent team player, with the confidence to contribute to projects and share experiences and expertise with colleagues**
* **IT Literate: Intermediate Microsoft Word, PowerPoint, Excel and Outlook skills,**
* **Ability to display tact and confidentiality**
* **Educated to a minimum ‘A’ level or equivalent standard**

**Desirable experience/skills/qualifications:**

* **Experience in a membership engagement/ marketing role**
* **Experience of segmentation and targeting within a customer base**
* **An understanding of governance and membership regulation**

**Key responsibilities and skills**

*Membership communications and engagement*

* To review and develop member communications including around membership renewals and the on-boarding of new members, and to ensure a high quality member experience.
* To ensure that membership communications at all touch points within the membership journey or as part of a non-member relationship, remain relevant and up to date.
* Ensure the performance of the membership communications function is monitored, adjusted and developed so that it continually provides a high standard of service to all relevant stakeholders, resulting in enhanced engagement levels and retention
* Collate content and design the monthly e-bulletins sent to all members
* Content generation and management on MyMBA
* Act as a conduit between Membership and Comms – including coordination of monthly reports to Comms (Our News)

*Servicing Membership*

* To act as a point of contact for Membership enquiries and support senior membership officer in processing of applications
* Act as main contact for external Cambridge University Press liaison (publishers of the Journal of the Marine Biological Association) and requests for data reconciliations
* Provide input to collaborative agreements (FSC, CUP, reciprocal memberships & projects)
* To support colleagues in processing of applications and in responding to enquiries
* To provide support, administration assistance, and cover other Membership duties when necessary
* Monitor and maintain records for internal use and external requirements in line with data protection regulations
* Marketing support (promotional opportunities, prize givings)
* Stock management

*Technical development/ CRM system management*

* To be a key stakeholder in the continual development and maintenance of CRM and Portal, to improve quality and effectiveness of service provision
* Support the CRM Officer to ensure there is a continual improvement in the information we hold about members and develop our capabilities to use that information to develop products, services and strategic priorities in all areas of College activity.
* To undertake ad hoc tasks identified as being within the job holders capabilities