



Candidate pack

Membership Engagement Manager

Salary: £45,000 p.a

Hours: Full-time, 37 hours per week

Location: Hybrid (minimum of two days in the office (119 Britannia Walk, London N1 7JE))

Reports to: Head of Membership and Member Services

Responsible for: Regional Engagement Officers x 3 (one part-time)

About CIHT

The Chartered Institution of Highways and Transportation (CIHT) is a charity, learned society, membership body and leading voice for those who work in the transport and infrastructure sector.

CIHT is the home for all people working in highways and transportation infrastructure. CIHT members come from within the private, public and academic sectors.

We champion equality, diversity and inclusion. We work with employers to encourage people from all backgrounds to choose a career in our sector.

CIHT works with our members to improve the standard of practice across the fields of highways, transportation and infrastructure. We are the lead voice of the highways and transportation profession in the UK and globally.

The Membership and Member Services team

This role sits within the overall Membership, Marketing and Communications Directorate, which has a clear focus on developing and implementing the CIHT's membership strategy, shaping and strengthening engagement with members at every stage of their career and adding value to their professional lives.

The Membership Engagement Manager is a new integral role that will support and work with the Head of Membership and Member Services to support CIHT in building its member engagement. The role will work alongside a new Membership Development Manager who will focus on the strategic plans for membership growth.

This role is responsible for developing and delivering a coordinated, compelling and tailored membership services and engagement programme. The role requires a person who has first class interpersonal skills and professionalism who can communicate effectively with members on complex issues and who can also contribute more broadly to achieving our membership engagement objectives.

The role will manage and mentor a team of three Regional Engagement Officers who are responsible for developing and supporting CIHT member networks and volunteers across

the UK and globally to provide relevant opportunities for learning, professional development and peer support.

Equality and diversity statement

CIHT is committed to equality and diversity in its role as an employer, valuing the benefit a diverse workforce brings. It is our intention not to discriminate on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, religion or belief, sex or sexual orientation.

Job description

Key responsibilities

Engagement

- Lead on the membership retention, renewals and liaison with existing members.
- Project manage and coordinate the delivery of the planned membership engagement activities that is tailored to key groups
- Engage with members to shape and improve the member value proposition to maximise recruitment and retention, understanding what they value and how else the organisation can support them
- Be proactive in promoting the benefits of membership in all forms of marketing and communication to demonstrate value to existing and prospective members.
- Work closely with Marketing to plan and deliver innovative retention campaigns to achieve retention targets
- Working with the Head of Membership and Member Services, develop an active member programme of activity in line with the Volunteer Strategy
- Further develop the offer to the Emerging Professionals Network by leading the CIHT Emerging Professionals Steering group providing support and direction for EP activities, including the EP and Apprentice of the Year awards.
- Assist in the recruitment and retention of volunteers from our membership to join and contribute to the work of CIHT boards and committees
- Be outward facing and attend and present at external meetings and events to meet and engage with members, understanding what they value and how else the organisation can support them.

Regions

- Ensure that CIHT's regions and nations provide a consistent level of service to members that is in line with CIHT's strategic priorities
- Encourage, support and monitor the progress of CIHT Regions/Nations to identify areas for improvement and optimise their contribution to the Institution's strategic aims
- Manage and develop the team of Regional Engagement Officers, including agreeing and reviewing work plans and encouraging the team to share initiatives, expertise and learning across regions as appropriate to ensure consistency of provision for members
- Lead the delivery of a programme of events for members in the regions through the Regional Engagement Officer team, as outlined in the regional business plans
- Provide advice and support for regional committees to ensure effective development of regional business plans consistent with CIHT's strategic objectives and help to monitor delivery against the agreed plans

Data and processes

- Lead and drive data analytics and overall management of member data
 - Monitor membership data, including retention/attrition rates, identify trends and opportunities within the membership and provide regular updates to internal team and leadership

- Analyse membership data, trends, market research, intelligence and member feedback to develop engaging, accessible, relevant and fit for purpose products and services to support membership learning and development
- Oversight of database records management and maintenance including reporting and auditing
- Develop, deliver, monitor and review membership processes and procedures to ensure a fair, efficient and cost-effective service, including oversight of annual dues, renewal process, billing, and invoice processes for membership
- Inform and advise the Membership Board and the Membership Applications Panel on all membership-related matters
- Monitor and report on competitor activities around membership providing relevant reports and information.
- Champion and support compliant data handling processes within the wider membership team, including GDPR best practice guidance and training
- Ensure membership admin systems are effectively maintained with support from the Membership Officer
- Work with the Database Manager to ensure that the CRM provides a good experience for members and enables us to manage our processes effectively

Management

- Manage the regional team, set and monitor performance against targets, delegate tasks as required, and identify staff training needs.
- Manage specific membership-related projects, as required
- Oversee all aspects of customer service, processes and procedures, making improvements to the service provision.
- Deputise for the Head of Membership and Member Services, as required.

This job description is not an exhaustive list of all the duties and responsibilities of this role and is subject to change in accordance with the needs of the Institution.

Key contacts

Internal working relationships

Education | Membership | Marketing & Communications | Corporate Services | Policy & Technical

External working relationships

Volunteers | members | partners | local authorities | education providers | Regional Panel Chair

The person

	Essential (E) or desirable (D)
Experience working in membership services and engagement or related function.	E
Track record of success in retaining members	E
Adept at using CRMs to monitor, evaluate and provide insights on membership engagement	E
Willingness and commitment to learn about highways and transportation	E

Management experience, providing direction to a team and developing people in their roles	E
Experience of analysing data, interpreting results and presenting evidence-based decision making	E
Excellent written, presentation and verbal communication skills	E
Ability to use own initiative and prioritise workload and manage own and other conflicting priorities while meeting deadlines	E
Strong problem-solving capabilities	E
Working with and influencing stakeholders to achieve organisation goals	E
Effective organisational ability to manage keep track of a range of activities, with good attention to detail.	E
Proven ability to deliver a consistently high level of customer service	E
Excellent IT skills, including Microsoft Word and Excel	E
Experience of writing copy for digital communications	D
Experience of using bulk email systems and basic web editing	D
Knowledge and understanding of the Data Protection Act 2018 and the General Data Protection Regulations (GDPR) and how they apply to the role	D

Other requirements

- Willingness to travel within the UK with occasional overnight stays
- Commitment to equality and diversity and understanding of how this applies to delivery of own area of work
- Commitment to the aims, values and charitable objectives of CIHT

Our values

Professional

An effective, high-performing and ethically focused Institution that has integrity, acts impartially and strives to do the right thing, in a fair and responsible way

Inclusive

An accessible Institution that values equality, diversity and inclusion by supporting all our members, regions and national groups, committees and panels

Collaborative

A membership body that engages with our stakeholders, supports common interests and informs and influences decision-makers

Progressive

An ambitious and innovative Institution committed to positive change

How we value our people

We recognise that our people are central to our ability to deliver high-quality and professional services. We offer a welcoming working environment and a commitment to good people management, including our performance and development review process.

Learning and development

We are committed to supporting employees' learning and development. Ensuring every employee has a learning and development plan is part of our annual performance development process.

Working environment

We are a friendly team located in central London, close to transport links, in a well-resourced light and airy building.

Wellbeing support

We provide a range of benefits to support staff wellbeing: employee assistance programme (post probation), assistance with eye care costs (post probation) and opportunity to apply for flexible working hours. We also provide staff with free tea and coffee while in the office.

Pension and life assurance provision

All employees are eligible for the statutory provision, and additionally we provide a good pension scheme with 8% employer contributions (employee contribution is minimum 5%). The CIHT has a life assurance policy for all current employees.

Other benefits

- Generous holidays (27 pro rata days plus bank holidays)