



Membership & Growth Manager

Salary: up to £45,000 per annum (depending on experience)

Contract: Fixed-term contract until March 2025, with potential for extension

Hours: Full-time, 37.5 hours per week

Location: Central London (N1 7JE), with a minimum of two days in the office (Wednesdays are set office days)

Reports to: Head of Marketing and Growth

Application: Please apply with your CV and cover letter here - <https://system.citrushr.com/Job?uid=jzqxzmqekfivlwppytfp>.

Please note that *applications without a cover note will not be accepted.*

Closing Date: 28 February 2025 with interviews to be held w/c 3 March 2025

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 highways, 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, Marketing and Communications Team

This role sits within the overall Membership, Marketing and Communications Directorate, and has a clear focus on the delivery of CIHT's membership growth and product sales activities. The role will also increase the profile of the Institution and promote our services while shaping and strengthening engagement with members at every stage of their career.

The wider team is responsible for the business development activities for CIHT, including member growth and selling products including CIHT Learn (our digital training platform).

The role

The Membership and Growth Manager is a new role that will support and work with the Head of Marketing and Growth to deliver the core growth and sales strategies of CIHT. An initial focus will be on creating a sales workplan to deliver on the Institution's growth agenda in membership recruitment and product sales.

The role will work alongside the Marketing and Communications and other Membership and Growth Manager to deliver a coordinated marketing, sales and recruitment strategy.

The role requires an experienced professional who has a track record of delivering membership sales and growth within a fast-paced environment. This is an initial fixed term 12-month role with the potential for extension based on results. The individual will need to be a highly motivated, organised and excellent professional who is able to deliver simultaneously on multiple projects and objectives.

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

The role manages the strategy of acquiring new members, enhancing a pipeline of new business targets through outreach, events and networking. The successful candidate will negotiate agreements with companies/individuals and bring onboard membership subscriptions. This will include some cold outreach and networking to generate and nurture new leads.

Key responsibilities

Main areas

- To coordinate and drive membership growth by leading recruitment activity across the organisation.
- To reach new audiences and attract new members.
- To increase the diversity of CIHT's overall membership.
- Achieve the membership and growth targets and KPIs.
- To identify opportunities to grow alternative income sources including CIHT Learn.

Job tasks

- Work across all departments within CIHT to identify and map every opportunity to promote and grow CIHT membership.
- Develop our annual plan for member recruitment activity in collaboration with the Head of Marketing and Growth and be responsible for achieving membership volume and revenue targets as per our growth plans by identifying new opportunities and nurturing leads through the pipeline funnel via various activities and campaigns. This will include working closely with our Membership team for lead conversion and retention.
- Work with our volunteer community to support them in developing and implementing initiatives to grow membership.
- Develop relationships with new and existing business leads (for example through our existing Partnership Network) to maximise opportunities for promoting membership among networks, including presentations and follow-ups

- Negotiate agreements with companies and bring on group membership subscriptions.
- Responsible for researching and qualifying new business leads (targets) to approach about membership.
- Cold outreach and networking
- Work with the Marketing and Communications Manager to develop and deliver marketing / communications for membership acquisition campaigns across email, search, paid social, print, direct mail, partnerships and digital, ensuring brand and tone of voice are adhered to
- Oversee all membership growth communications ensuring copy is well crafted and compelling and that visual identity guidelines are always adhered to
- Own and manage all prospect data, tracking growth using our CRM system
- Be outward facing and attend and present at external meetings and events to promote CIHT membership.
- Actively promote the diversity of members by identifying and removing barriers and acting internally and externally as a champion for diversity and inclusion.
- Keep abreast of best practice in membership recruitment and the external environment
- Use data and member insights to plan and implement systematic and effective marketing campaigns to promote the benefits of membership in a consistent and targeted manner
- Create and update sales status reports including identified contacts, leads and confirmed sales. Prepare and present reports to colleagues, stakeholders and Boards

Person Specification

We are looking for someone ideally with membership experience, otherwise experience within business development, relationship management or a sales driven role in learning and development are suitable. Generating new business is key, implementing sales strategies for long-term growth, networking and using CRM + other tools to new business pipelines.

We require a charismatic individual with a commercial mindset and a flair for storytelling, marketing, and sales. Applicants must demonstrate an exceptional commitment to customer service as well as a proven ability to build strong relationships with internal and external stakeholders.

A strong track-record in membership and/or growth. This should include proven ability in the delivery of recruitment and growth strategies which have created increases in sales and / or income generation.

Clear understanding of audience/customer segmentation, and practices for targeting and tailoring of communications, including data analysis

A proven sales or business development track record

Comfortable networking, managing pipeline activities, closing, forecasting, and evaluating metrics that will inform strategy—you're motivational, collaborative, and a big-picture thinker

Self-motivated, organised, happy to manage a varied workload, ready to pivot with changing priorities, and work well independently without day-to-day management—you'll own your continuous professional development, but will be supported and mentored along the way

Cross Team working – Be comfortable with cross team working to achieve outcomes for CIHT and will actively encourage working across teams.

Effective time-management with the ability to manage conflicting priorities to meet planned and unplanned needs

Knowledge of the sector (either engineering, built environment etc) would be an advantage/desirable.

Key relationships

Internal

Marketing, Communications and Membership team

Policy team

Education team

Senior Leadership team, trustees and members

External

Stakeholders

Third party agencies and suppliers

Other requirements

Willingness to travel within the UK with occasional overnight stays

Commitment to equality, diversity and inclusion and understanding of how this applies to delivery of own area of work

Commitment to the aims, values and charitable objectives of CIHT

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.

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)

Season ticket loan