

## Role Profile & Person Specification

<b>Job Title:</b>	Member Community Engagement Officer
<b>Department:</b>	Membership Engagement & Public Affairs
<b>Location:</b>	Fanshaws
<b>Role reports to:</b>	Membership Team Leader

### Purpose of Role:

The Member Community Engagement Officer is responsible for supporting with the creation and implementation of strategies that enhance member engagement, participation, and retention within the member community.

This role will work closely with others to ensure that members have a positive experience, are regularly informed of opportunities, and feel supported throughout their membership. The Member Community Engagement Officer will lead initiatives to gather member feedback and ensure that this is fed into plans to effectively meet the community's needs.

### Key Responsibilities:

#### ***Member Engagement Strategies***

- Support with the development and implementation of engagement plans to foster strong sense of community and belonging among members.
- Create programs, events, and campaigns that encourage member participation and enhance their overall experience.
- Work to increase member retention and satisfaction through targeted communication and relationship building efforts.

#### ***Member Community Outreach and Communication***

- Serve as a primary point of contact for members, addressing their questions, concerns, and feedback in a timely and professional manner.
- Support with the development of communication materials such as emails, newsletters, and social media posts to keep members informed of community updates, events and opportunities.
- Support with the online member forum and portals to facilitate member engagement and ensure a positive, inclusive atmosphere.

#### ***Member Event Support***

- Provide support with organising and coordinating member community events, special interest groups, and networking opportunities that cater to the interests and needs of members.
- Collaborate with internal teams to promote events and ensure they align with the Institutes objectives.

#### ***Member Growth & Retention***

- Identify new opportunities to attract new members and create action plans to support member acquisition campaigns.
- Actively retain members by understanding their needs and motivations and proactively participating in member renewal campaigns.
- Regularly track and report on your engagement metrics, identifying areas for improvement.
- Identify improvements for member retention to reduce and minimise churn.

**Member Support**

- Provide personalised member support, ensuring that the members experience with the community is smooth and rewarding.
- Develop toolkits and aggregate content that meets member needs.
- Resolve issues and escalate concerns to the appropriate teams as necessary.
- Facilitate orientation and induction programs for new members to help them integrate into the community effectively and gain a deep understanding of their benefits.

**Key Performance Indicators:**

- Engagement metrics
- Member satisfaction
- New members
- Member retention
- Member churn

**Key Relationships:**

- Membership
- Members
- Marcomms
- Research & Insight

**Job Context:**

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**Job Dimensions:**

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**Authority Level:**

**Financial:**

- All spend will be in agreement and within guidelines from the Head of Dept

**Operational:**

- Work within set policies and procedures, make decisions accordingly and in line with the guidance provided

**Person Specification**

**Essential Knowledge / Skills /Experience**

- Minimum of 2-3 years of experience in member community development, or related field, in a professional body environment.
- Proven experience in community engagement, member services or a similar role.
- Strong organisational and project management skills, with the ability to handle multiple tasks and deadlines.
- Experience with online community platforms.
- Experience in creating toolkits and aggregating content.
- Passion for community building and supporting member needs.
- Strong problem solving skills.
- Strong written and verbal communication skills.
- Proficiency in Microsoft Office Suite
- Strong interpersonal skills
- Ability to work on own, and as part of a team.
- Flexible hands-on approach with ability to take initiative on developing new ideas and systems.

**Desirable Knowledge & Skills**

- NA



**Essential Qualifications:**

- N/A

**Other Requirements**

- To be flexible in hours worked for a 35hr week (7hrs a day) to cover core business hours of 08:00-18:00.
- Flexibility to travel to meetings and stay overnight as required.