

<b>Job title:</b>	Membership Engagement Manager
<b>Department/Division</b>	Membership
<b>Responsible to:</b>	Head of Relationship Management
<b>Responsible for:</b>	Not applicable
<b>Salary:</b>	
<b>Main purpose of job:</b>	
<p>As a Membership Engagement Manager, you will play a key role in retaining, engaging, and supporting Standard and Start-Up members, ensuring they experience the full value of their Chamber membership. Managing a high-volume portfolio, you will focus on broad outreach, targeted engagement campaigns, and data-driven insights to strengthen relationships and drive retention.</p> <p>Through a structured and proactive approach, you will encourage members to utilise their benefits, engage with Chamber services, and maximise opportunities for business growth. Your success will be measured by engagement levels, retention rates, and member satisfaction, reinforcing the Chamber’s reputation as a vital resource for businesses at all stages.</p>	
<b>Key result areas:</b>	
<p>The main duties and responsibilities of the role are:</p> <ul style="list-style-type: none"> <li>• <b>Achieving Member Retention Targets</b> – Drive retention rates through a mix of campaigns and personalised outreach to a portfolio of members.</li> <li>• <b>Implementing Member Engagement Strategies</b> – Increase member engagement through utilising structured engagement cycles and offering proactive support and account management.</li> <li>• <b>Understanding and Aligning with Member Needs</b> – Highlight and signpost members to relevant member benefits, events, support, opportunities and resources based on a member’s business and membership objectives.</li> <li>• <b>Re-engaging Inactive Members</b> – Actively participate in targeted campaigns to reconnect with members with low engagement to drive retention and renewal rates up.</li> <li>• <b>Leveraging Data for Personalised Engagement</b> – Utilise CRM insights to tailor communications and highlight relevant opportunities to members</li> <li>• <b>Identifying and Acting on Members at Risk</b> – Monitor at-risk members and take proactive steps to retain members and drive up retention rates.</li> <li>• <b>Identifying Upgrades and other Commercial Opportunities</b> – Actively seek out potential for membership upgrades, sponsorships, advertising and other commercial services, and upsell and cross sell where opportunities arise.</li> <li>• <b>Represent the Chamber at Events</b> – Strengthen relationships by networking with members at Chamber events.</li> <li>• <b>Maintain Accurate CRM Records</b> – Ensure proper tracking of member interactions, engagement, and benefit usage.</li> </ul>	

**Other:****Health and Safety**

To comply with the Health and Safety at Work etc. Act 1974 and to take responsibility for their own health and safety and that of other persons who may be affected by their own acts or omissions.

**Equality and Diversity**

To always carry out their responsibilities in line with Equal Opportunities Policy and Procedure.

**Confidentiality**

To maintain confidentiality of information relating to clients, staff, and other users of the services in accordance with the Data Protection Act 2018 and GDPR regulations including outside of the work environment. Any breach of confidentiality may render an individual liable for dismissal and/ or prosecution.

**General**

This job description is not intended to be exhaustive. You may be required to perform any other duties as the organisation may require. You undertake to work to the best of your ability and use your best endeavours to promote, develop and extend the employer's organisation and interests.

**Conditions**

All offers of employment are conditional on you demonstrating your eligibility to work in the UK. Offers are also conditional on receipt of a minimum of two satisfactory references, covering at least the last three years on employment, with any gaps in employment history being explained satisfactorily. Whether references are deemed satisfactory is at the discretion of the organisation.

**Knowledge, skills & experience (person specification)**

<b>Requirement</b>	<b>Essential</b>	<b>Desirable</b>
<b>Education</b>	-	-
<b>Knowledge required</b>	-	- Knowledge of regional business support landscape, stakeholders and economic trends
<b>Experience required</b>	- 3+ years of experience in membership engagement, customer service or relationship management	
<b>Skills and aptitude required</b>	- Strong interpersonal and communication skills, both written and verbal - Proven ability to manage high-volume accounts while delivering responsive service - Confident working independently and as part of a team - Flexible approach to working hours, including attending morning and evening events	- Proficiency in CRM systems, data segmentation and campaign management - Strong data analysis skills, with the ability to interpret insights to inform engagement strategies

<b>Personal qualities</b>	- Pro Active, Customer Centric, Strong Multitasker	Analytical, Data Driven
<b>Practical circumstances</b>	- Full UK driving licence required	-
<b>Please note that all applicants must have the right to work in the UK. A full UK driving licence is essential.</b>		

**Declaration:**

**Completed by:**

Manager name:			
Signature:		Date:	

Staff member name:			
Signature:		Date:	