



Job Description

1. JOB DETAILS

Job Title: Senior membership development officer

Location: London E1, Head Office

Responsible To: Head of membership

Responsible For: NA

Hours: 12 months fixed term contract. 17.5 hours per week (0.5 full time equivalent). Working pattern can be flexible from day 1 subject to mutual agreement

Hybrid – In office and remote working

2. JOB PURPOSE

The Senior membership development officer will support the delivery of the ACF membership recruitment plan and big goal to grow our membership by 100 members by 2027. The current membership number is 457. (December 2023)

Working in collaboration with the Head of membership, Director of membership and other team members this role is integral to growing ACF's membership. Specifically, the role will effectively support and implement strategies to achieve targeted and sustainable long-term membership growth.

3. KEY RESULT AREAS/PRINCIPLE DUTIES AND RESPONSIBILITIES

3.1

With support and direction from the head of membership, actively work towards targets for growing ACF membership:

Identify potential members utilising external sources and existing internal data

Proactively approach potential members and promote membership

Steward potential members into membership

Draft copy for our digital marketing channels

Develop other activities to promote and grow membership

Deliver excellent customer service to potential members, handling enquiries from potential members by email and phone

Track and maintain potential members data on a database

Gather and share data on potential members identifying trends and opportunities

3.2 Key Contacts – Internal & External

Internally –

Head of membership

Director of membership

Senior Marketing and Communications Manager

Senior Marketing and Communications officer

Senior Finance and Data Officer

Events Manager

Head of Learning and Networks

Head of Funders Collaborative Hub

Head of Investment Learning Programme

Externally –

Foundations and grant-making charities

Ex-members

Members

3.3 Health & Safety

- Ensure that Health and Safety guidelines and fire regulations are strictly adhered to
- Comply with safe working practices as defined by ACF
- Complete mandatory training as and when required
- Take reasonable care for your own health and safety and that of others who may be affected by acts or omissions at work
- Report any accidents, incidents or near misses as soon as reasonably practicable.

3.4 General

- Be aware of and adhere to ACF's policies at all times
- Commitment to follow and implement ACF Diversity, Equity and Inclusion (DEI) principles
- Take part in progress/performance reviews throughout the year

- Cooperate with other departments
- Attend training courses and complete online training modules as required to meet the requirements of the post
- Take responsibility for own personal development, seeking out opportunities to learn new skills
- Undertake any other duties as requested by the Trustee Board which are reasonably deemed to be within the scope of the role

3.5 Other

- Apply the ACF's values and behaviours to every aspect of the role at all times
- Promote and maintain the brand standards of ACF

Job Title

Person Specification

CRITERIA	ESSENTIAL	DESIRABLE
Qualifications and specific training	Degree educated	
Experience	Experience of membership recruitment or sales/fundraising Experience in a customer facing role Experience of drafting marketing or sales materials	
Knowledge	Marketing and recruitment activities	
Skills	Excellent attention to detail, accuracy and ability to summarise detailed information Developed administrative skills The ability to work alone and as part of a small multi-functional team Previous experience of navigating and using a CRM system. Strong ICT skills Ability to prioritise, plan and organise day-to-day activities, ensuring efficient and effective performance	Ability to collaborate effectively with a range of stakeholders
Personal attributes	Motivated by targets Resilience to rejection Organised Flexible	

	Time management	
Additional requirements		

Job Description and Person Specification Agreement:

The above job description is not exhaustive but an indication of the duties the post holder may undertake and will be subject to review.

Post Holders Signature:

Date:

Managers Signature:

Date: