

Role Profile

Role title: Member Experience Lead

Reports to: Head of Membership and Operations

Job purpose: *To positively impact on membership recruitment and ongoing retention through ensuring the delivery of a high quality member experience at all stages of the membership journey.*

Financial: Membership promotional budget £5k

Staff: none

Other: Collaboration across the wider membership team, communications team and other BACP teams

Principal accountabilities:

1. To be responsible for the development of a membership recruitment and retention strategy with clear targets and deliverables across all membership categories, including potential members and lapsed members.
2. To map, analyse and improve the membership journey through the identification of crucial points within the journey. To develop interventions within the journey to improve processes or communication and to carry out gap analysis to identify areas for improved support or resources.
3. To develop all functional membership communications from a membership marketing perspective, including application forms, renewal forms, and general standard member communications in order to ensure adherence to brand and style guidelines and that the documents are fit for purpose.
4. To identify and monitor key metrics such as NPS, satisfaction, value for money and sentiment scores and to work to positively influence these metrics in order to improve retention.
5. To attend BACP events and other external member networking opportunities to develop relationships with members and key stakeholders in order to promote membership and meet recruitment and retention targets.
6. To use the membership journey to increase uptake of member services to targeted member groups, to encourage participation and collaboration and to promote continued growth through the membership categories.
7. To conduct member research, including an annual all member survey, to identify trends and issues within the membership and to work across BACP to analyse results and implement a response.

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8. To collaborate across BACP to enable the association to understand members through the GDPR compliant collection of data and communication preferences and to implement a segmented membership strategy based on these results.

BACP Principal accountabilities

- To be a BACP ambassador by upholding and demonstrating our values at every opportunity, through verbal, written and face to face communication.

Context:

Operating environment: Registered Charity, Professional Body

Framework & boundaries: GDPR, Charity Commission, Equality Act, BACP Terms and Conditions, Standing Orders and Articles of Association

Organisation: Within the Membership and Operations function

Relationships:

Direct reports: none

Manager: Monthly 121s and regular team meetings.

Other contacts: Engagement with BACP staff, with particularly close relationship with the communications team

Knowledge & experience:

- Must have a degree level qualification in marketing or a related subject or CIM qualification
- Experience of working in a similar role within a professional body is desirable
- Must be a strategic thinker able to offer innovative and creative solutions
- Requires a knowledge of and experience in the use of databases
- Must be self-motivated and able to use initiative
- Confident in leading meetings or group discussions
- Excellent inter-personal skills and the ability to communicate at all levels and work across departments
- Work within a team and on own initiative, organising and prioritising workloads
- Analyse trends and effectively problem solve with solution-based approach
- Ability to handle multiple projects and meet deadlines
- Excellent writing and presentation skills
- Understanding of data collation, handling and analysing

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Job challenge:

BACP is committed to having a member focus. The challenge for this role is to ensure the association is seen as a professional home of choice for therapists through the communication of the benefits of membership.

Additional information