

Membership Development Manager



August 2016

London Youth
47-49 Pitfield Street
London N1 6DA



Accountable to: Head of Membership Development

Responsible for: 2 Membership Development Officers, Membership and Fundraising Assistant

Location: Pitfield Street, London

An introduction to London Youth

London Youth is a network of diverse community youth organisations serving young people of all backgrounds right across the capital.

Our mission is to support and challenge young people to become the best they can be.

Our vision is that all young Londoners grow up healthy, able to navigate a fulfilling career and make a positive contribution in their communities.

We support them to develop the confidence, resilience and relationship skills they need to do this, delivering with and through our network of community youth organisations and at our two residential centres. We work with all young people but place a particular emphasis on those who wouldn't otherwise have access to the kind of opportunities we offer.

Because good youth work works.

We deliver our mission through four strategic objectives:

- **Membership Development** – Developing, training, connecting and quality assuring our membership network to deliver good youth work.
- **Opportunity** – Creating a broad and inclusive range of quality opportunities for young people in social action, sports development, employability and outdoor education.
- **Voice** – Ensuring our expertise and the on-the-ground voices of youth workers and young people are reflected in public policy, practice and opinion.
- **Best we can be** – Being the best we can be ourselves; fundraising effectively, financially robust and a great place to work

And we strive to act in line with our four simple principles:

- **Honesty** – about what works (and what doesn't) and we learn from our mistakes
- **Collaboration** – with each other, young people, our members, and the world beyond
- **Improvement** – committed to continual improvement
- **Fun** – because we think people learn best when enjoying themselves

Membership Development

London Youth has a membership of around 300 community based youth organisations, located in every London Borough. This is a unique asset base for the organisation, for young people in London, and for the communities in which they are located. Our members are an incredibly diverse range of organisations – traditional youth clubs, community centres, arts and sports clubs, projects for refugees, disabled young people and many other groups. We want to support our members so that whenever a young person goes through their doors they receive a high quality experience which meets their needs, allows them to learn and have fun, and helps them gain confidence, resilience and build stronger networks and relationships.

The Membership Development team was established in 2014 and, since then, we have increased investment in our membership offer, developed improved systems to manage membership information and processes, and strengthened our capacity building portfolio for members.

We now want to move our membership strategy to the next level. This includes:

- ✓ Evolving the offer to meet new needs – and embedding this responsiveness into the way we work
- ✓ Creating and maintaining a clear value proposition for our members
- ✓ Growing membership in absolute numbers and in response to need
- ✓ Encouraging and supporting innovation, including the use of data and digital technology, at London Youth in response to member needs, and within our broader network

Job Purpose

Building on a strong platform, London Youth is ambitious to support and challenge even more young people through our broader stronger network of members. As well as working directly with member organisations in every community in London, we will also be working with new structures at borough level and integrating them into our network.

Working closely with the Head of Membership Development, the Membership Development Manager will play a key role in operationalising London Youth's membership engagement and recruitment strategies. Through managing London Youth's capacity building offer for members, the Membership Development Manager will ensure that we grow and develop our member base whilst continuing to deliver a wide range of development opportunities to an increasing number of members. The ideal candidate will be able to manage and work well with others within a team and beyond, understands our members' needs, is able to develop and implement efficient data management processes, has strong project management skills and understands London Youth's capacity building offer for members.

Job Description

Main duties of the role	Approximate % allocation
Project managing and developing London Youth's capacity development offer to members (Quality Mark, communities of practice, professional development and accredited training)	50
<ul style="list-style-type: none"> • To tie London Youth's capacity development offer together and build a coherent support package for members 	
<ul style="list-style-type: none"> • To drive delivery targets for our capacity development offer and ensure these are met 	
<ul style="list-style-type: none"> • To coordinate the gathering of learning and innovation – including best practice, emerging trends and need – from the team's direct delivery work with London Youth's membership network 	
<ul style="list-style-type: none"> • To make sure London Youth's capacity building offer is consistently evaluated and learning from delivery is used to inform programme development 	
<ul style="list-style-type: none"> • To work with the Head of Membership Development to maintain relationships with relevant funders and ensuring any reports required are completed on time 	
<ul style="list-style-type: none"> • Manage relationships with contractors to ensure the successful delivery of accredited training for youth workers 	
<ul style="list-style-type: none"> • To provide effective support and line management to two Membership Development Officers 	
<ul style="list-style-type: none"> • To support the delivery of London Youth's capacity building offer for members 	
<ul style="list-style-type: none"> • To work with the Membership Development team to increase the take up of capacity building opportunities amongst members 	
Managing membership processes and systems to track membership engagement	35
<ul style="list-style-type: none"> • To work with the Head of Membership Development to design and implement strategies for member retention and growth 	
<ul style="list-style-type: none"> • To project manage yearly membership renewals and ensure these are carried out in line with constitutional requirements 	
<ul style="list-style-type: none"> • To understand membership data needs and ensure systems and processes are fit for purpose 	
<ul style="list-style-type: none"> • To develop systems and processes to efficiently track membership engagement using London Youth's CRM database on Salesforce 	
<ul style="list-style-type: none"> • To provide effective support and line management the Membership and Fundraising Assistant 	
Shaping Membership Development communications and events	15
<ul style="list-style-type: none"> • To lead on the planning of London Youth's yearly AGM and other one-off membership events 	
<ul style="list-style-type: none"> • To work with the Head of Membership Development to continuously adapt and improve the team's communications, including ensuring our membership offer is communicated in a consistent and coherent way, reviewing regular updates for members, and providing a platform for members' voices 	

Corporate responsibilities cutting across the tasks set above

Planning and budgeting
• Drawing up annual plans and budgets
• Managing performance within the planning and budgeting framework
• Reporting regularly on actual versus planned performance
• Providing monthly forecast outturn figures
People
• Recruiting and inducting staff for your project as necessary
• Ensuring all your staff are suitably developed, supported, appraised and managed
• Identifying staff development needs and ensure they are met
• Being responsible for the overall effective management of your line reports including dealing in the first instance with any grievances and disciplinary matters
• Preparing thoroughly for one to one meetings and annual appraisal with your line manager
• Taking responsibility for your ongoing professional development
Corporate development
• Understanding and supporting the vision, mission and aims of London Youth
• Contributing to the formulation and delivery of London Youth's strategic development plans
• Committed to and actively promotes London Youth's policy and procedures to value and respect diversity and inclusion in all aspects of their duties and working relationships
• Managing resources to the highest professional standards and act as a custodian of best practice
• Maintaining awareness of your own and others' Health and Safety, and comply with London Youth's Health and Safety and Safeguarding policies
• Undertaking other duties as may be reasonably requested within the responsibilities of the post

Terms and Conditions

Salary: £33,190 plus contributory pension scheme

Hours: 40 hours per week

Leave: 26 days pa plus 8 bank holidays and 5 'closure' days
 Leave entitlement will be calculated on a pro-rata basis for part-time employees

Term: Fixed term until 31st August 2019

Person specification

Skills, experience and knowledge	Essential (E) Desirable (D)	Demonstrated at Application (A) Interview (I) Selection Test (T)
Ability to project manage a range of services and activities	E	A/I
Demonstrable experience of working with a team to ensure delivery targets and objectives are achieved	E	A/I
Experience of developing effective and efficient systems to manage and share information	E	A/I
Knowledge and understanding of the opportunities and challenges for youth organisations in London	E	A/I
Experience of working with CRM systems, ideally Salesforce	E	A/I
Demonstrable diagnostic and analytical skills	E	A/I
Experience of delivering and developing capacity building programmes for organisations or professionals	E	A/I
Line management experience	D	A/I
Experience of managing contractors or delivery partners	D	A/I
Experience of facilitating or chairing sessions	D	A/I
Qualifications		
Educated to A levels or equivalent qualification/experience	E	A
Project Management qualifications	D	A
Personal attributes		
Excellent organisation and time management skills	E	A/I/T
Ability to work on your own initiative	E	I
Ability to work as part of a team	E	I
Absolute discretion and ability to maintain confidentiality	E	A/I
Willingness to learn new skills	E	I
Ability to work in a changing and flexible organisation	E	I
Willingness to work occasional evenings	D	A/I
Passionate and demonstrably committed to improving the lives of young Londoners	D	A/I